

**Sales Management**

**PART TWO**

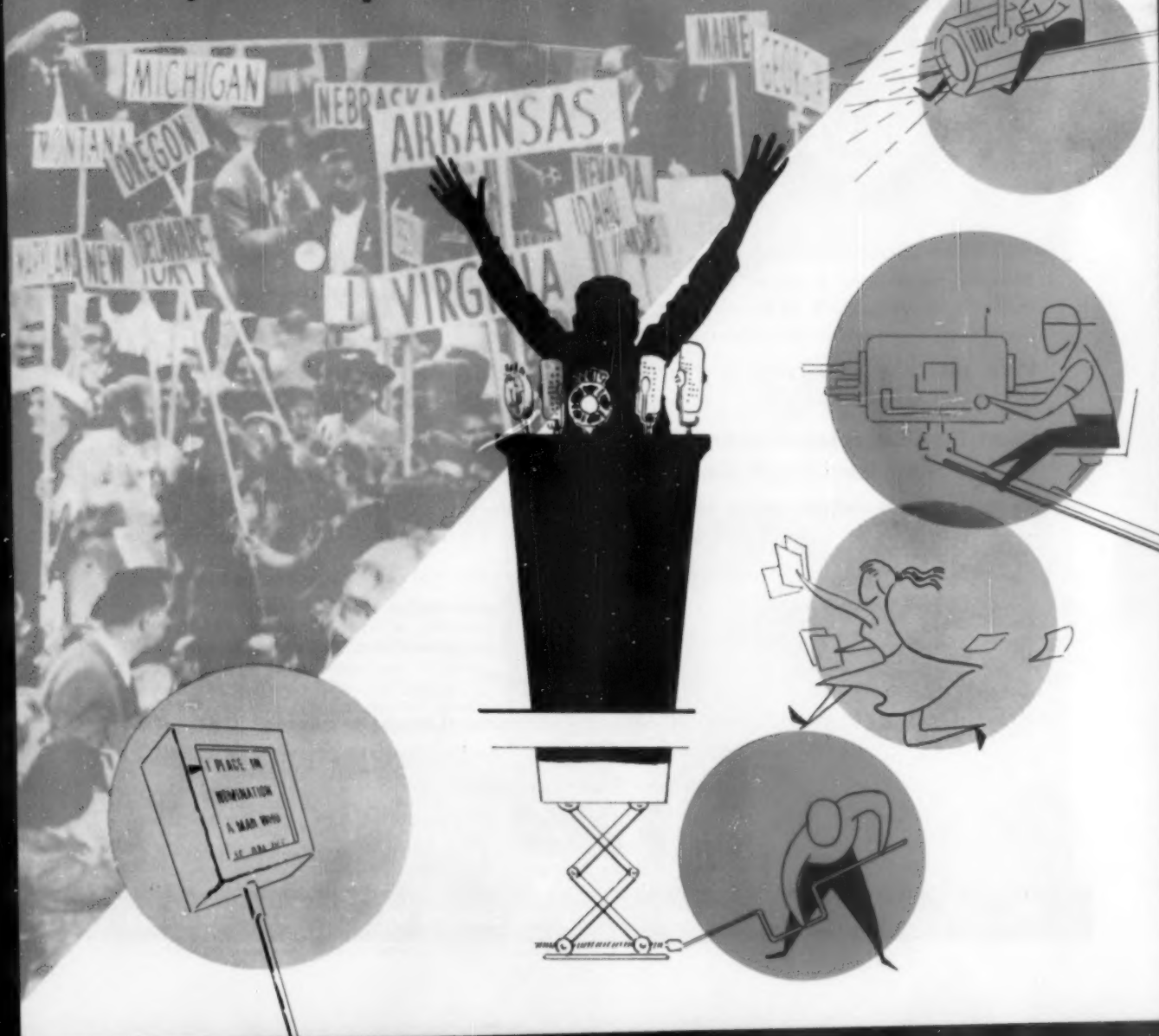
# **Sales Meetings**

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

**Secret Plans Behind Political Conclaves** PAGE 35

**British Exhibition — Jolly Good Show** PAGE 41

**Chevy 'Blows Up' Its Show** PAGE 110



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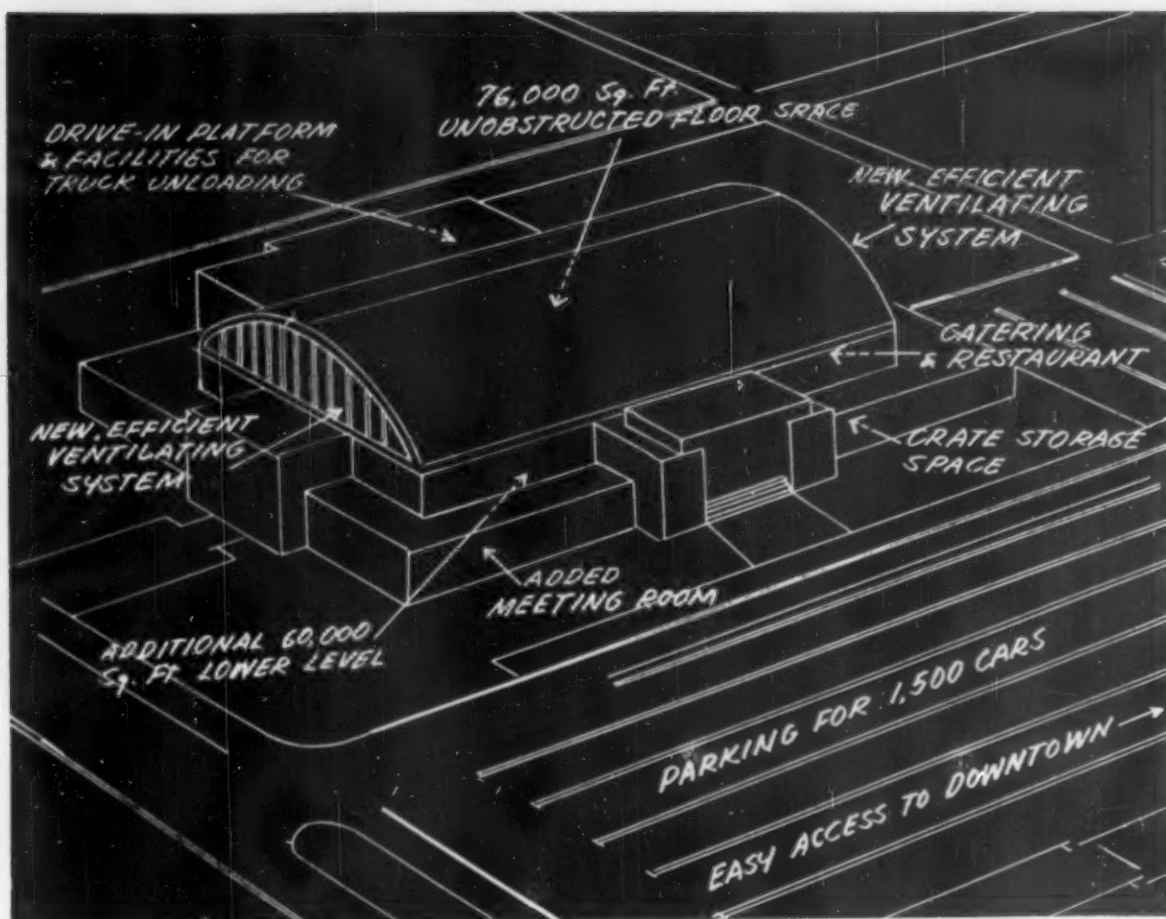
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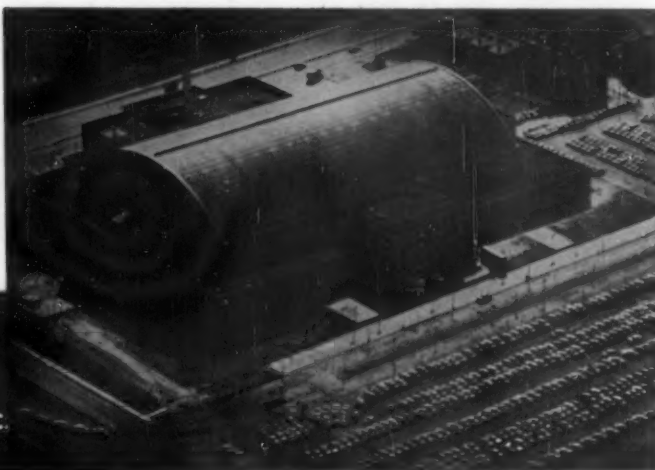
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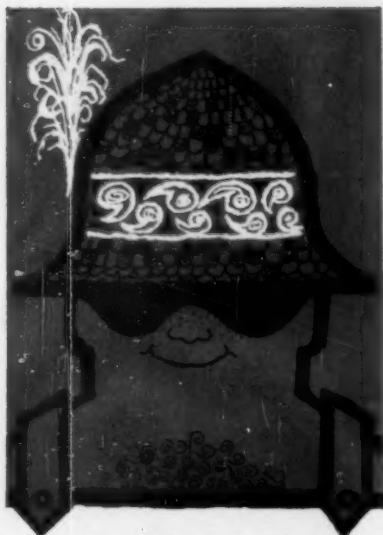
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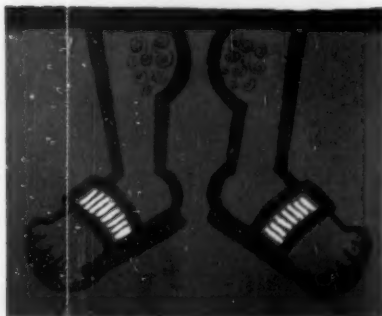
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# Sales Meetings

CONVENTIONS • EXPOSITIONS • TRADE SHOWS

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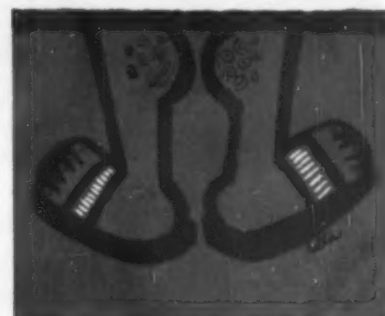
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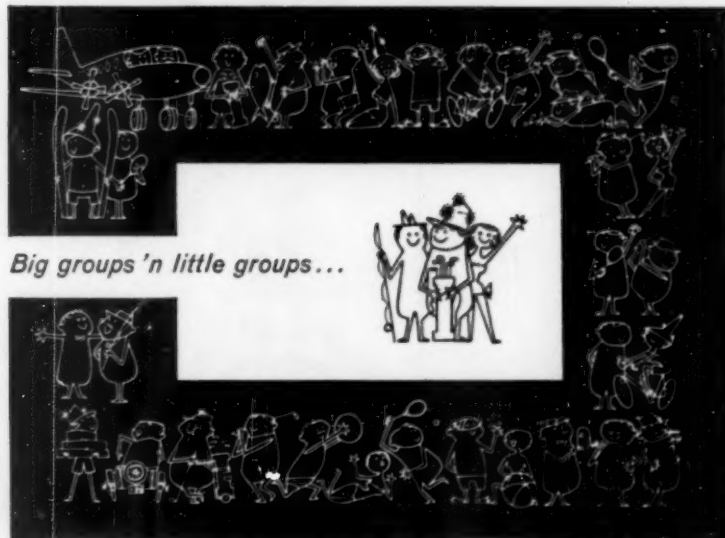


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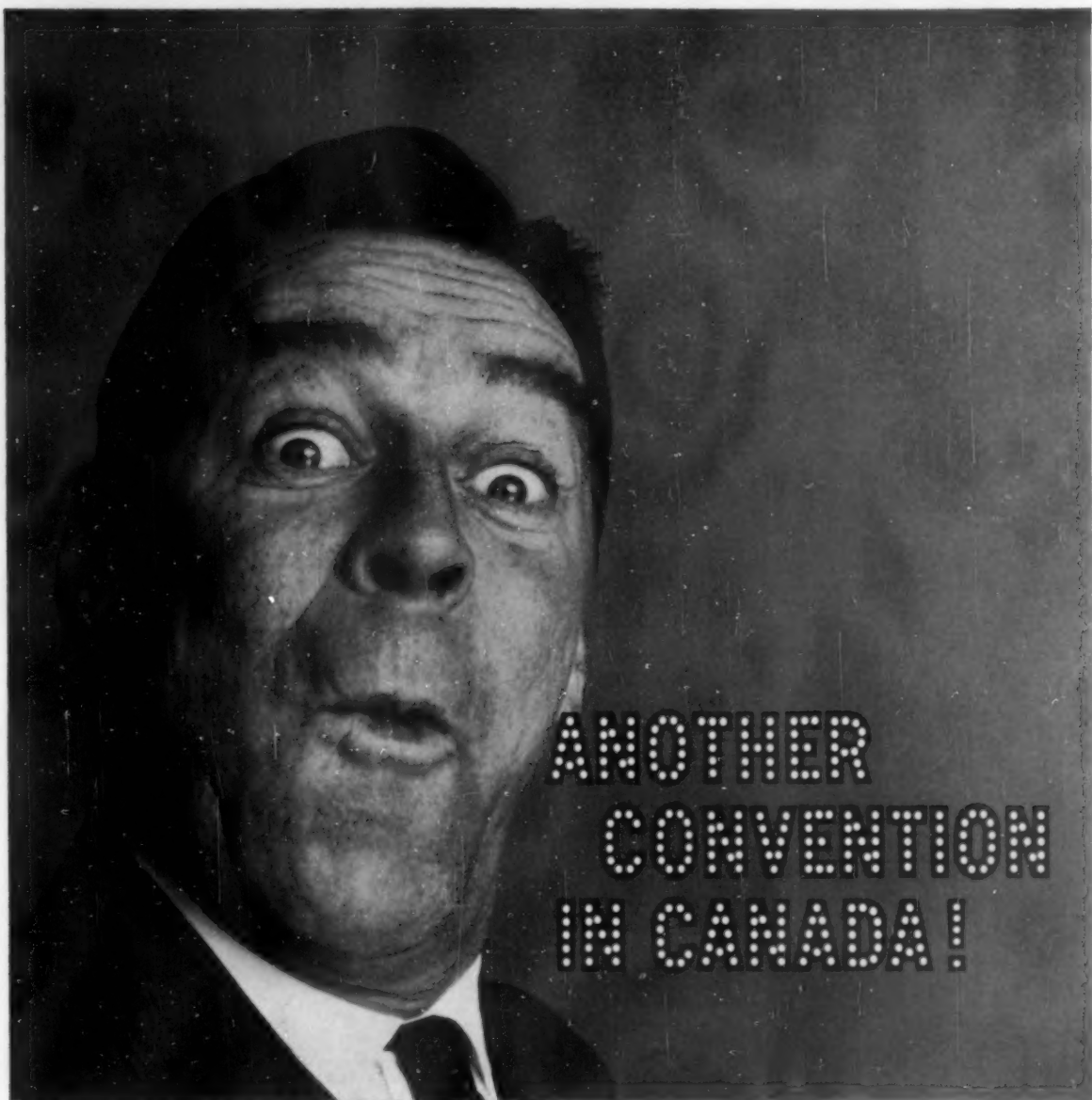
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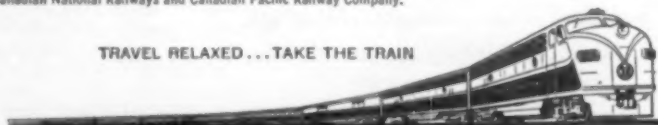
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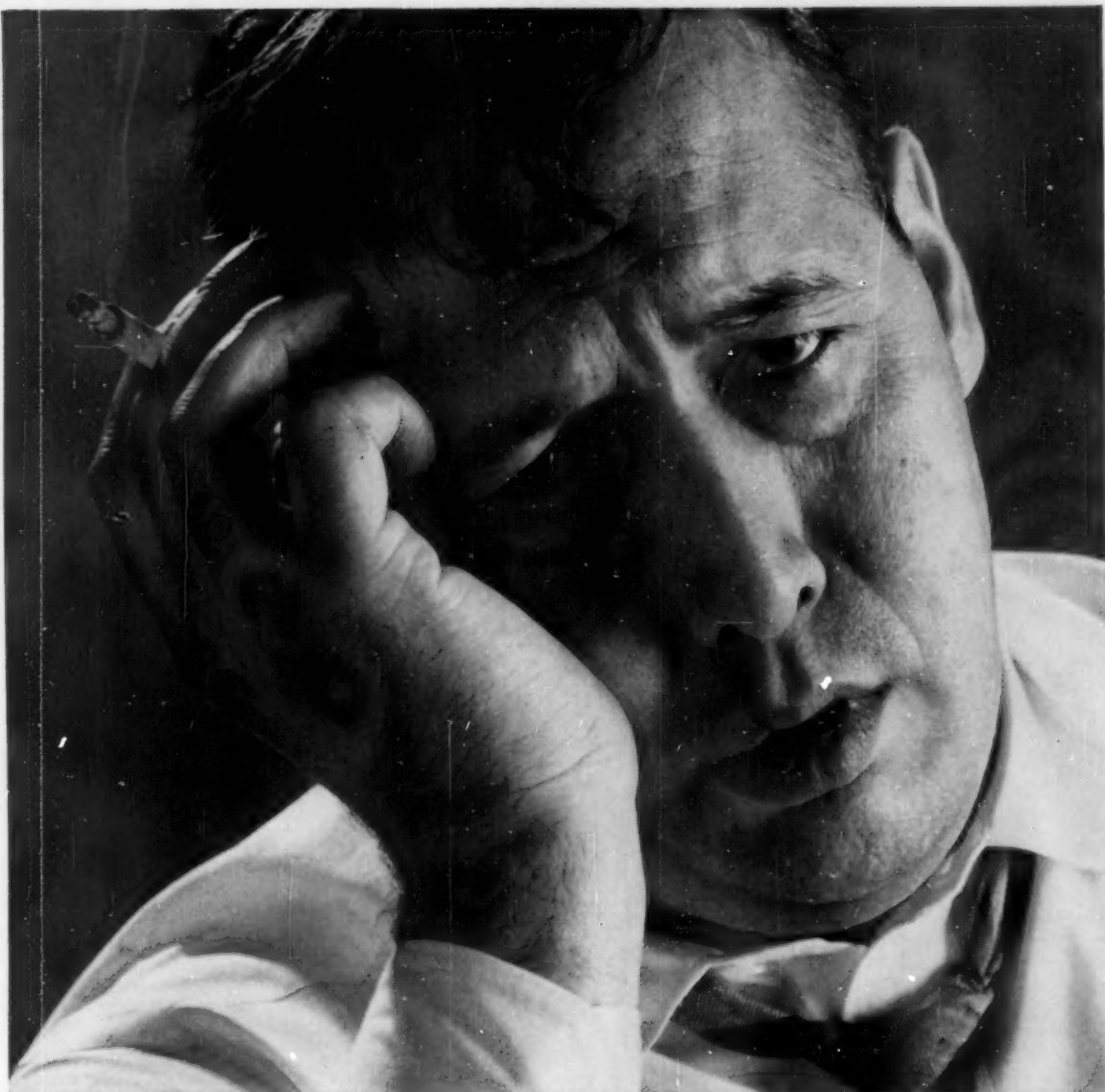


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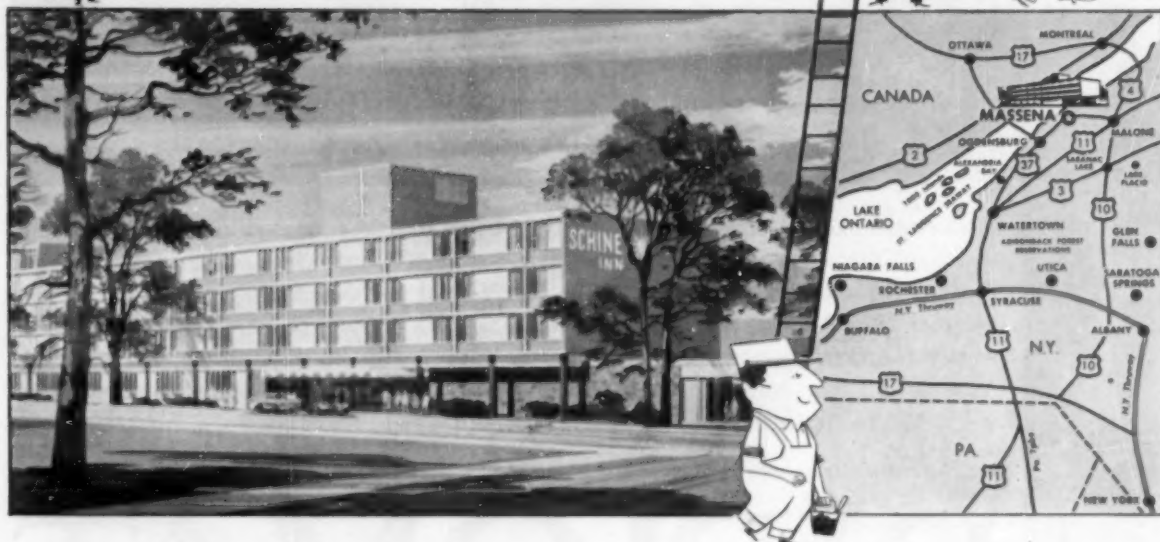
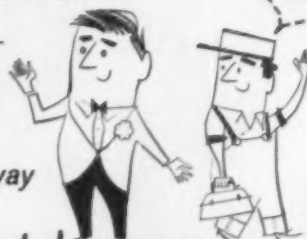


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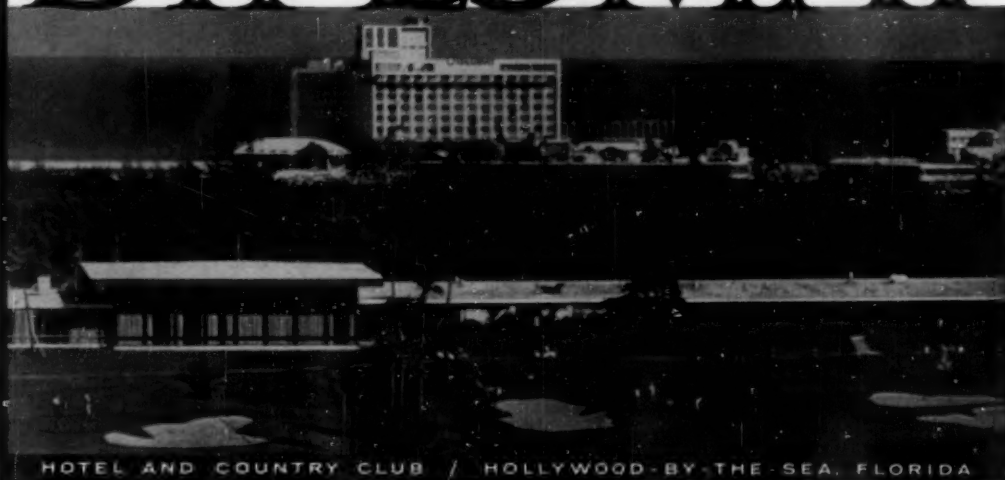
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### difficult task

To thank you is a difficult task. You did a remarkable job with the article and photographs of Shell Oil Co.'s spring sales meeting. At this point, all I can say is thanks a million.

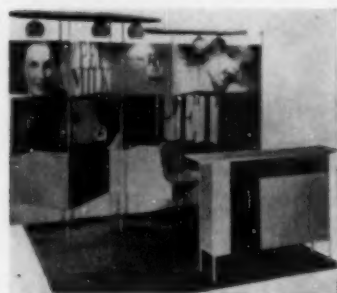
Nina Little  
Jack Morton Productions, Inc.  
New York City Div.

### disappointed

We have on hand 20 issues of the May "Sales Meetings" which we bought to distribute to some of our clients feeling that it would be an interest to them.

But what disappointment! For we find that on page 41 of this issue you used a photo and descriptive literature which we supplied you on Pet Milk Co.—but for which you have given credit to Gardner, Robinson, Stierheim & Weis of Pittsburgh.

R. R. Yeager  
Advertising Display & Exhibits  
Inc.  
St. Louis, Missouri



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### lobby exhibits

Your May 20 issue of Sales Meetings was thoroughly interesting and informative . . . with special emphasis on exhibits.

I would be interested in obtaining some information on displays and exhibits available to us here in this area. We have a main floor lobby 80' by 35' and would like to schedule some type of exhibit or display as often as pos-

sible. Could you assist us in contacting companies or individuals who could supply us with information or displays that are available?

(Miss) Chris Collett  
Great Western Savings & Loan  
Assn.  
Los Angeles, Calif.

### to 1,000 presidents

We have read with interest the hard hitting article "Exhibits Now Our 'Hard Sell' Abroad," which appeared in the May 20 issue, and wish to extend our congratulations for a job well done.

As you may already know, SAS has for some time been promoting this lucrative market for American goods and in view of the quality of this article, would wish to send reprints to the presidents of the top 1,000 companies in the U. S. In view of the top quality of this mailing and the excellent penetration and impact which it is expected to receive, we wonder if you could supply us with 1,000 reprints of this article.

George Michel  
Scandinavian Airlines System  
Jamaica, N. Y.

### standard contests

We have found that we have calls from our jobbers accounts for sales contests with their salesmen, which would pep up their spark plug sales.

While we have had contests in the past, we are looking for something new in the way of a sales contest for jobber salesmen to present to their dealers. If we had four or five standard contests, we know that they could be put to good use.

I just thought that you could give us some good ideas as to where and how we could go about getting the information on ideas for contests, as we believe that there are some concerns who specialize in this form of sales activity. We are not interested in the so-called "premium contests" because we believe that this has been overdone and would not be beneficial in our case.

F. E. Southard  
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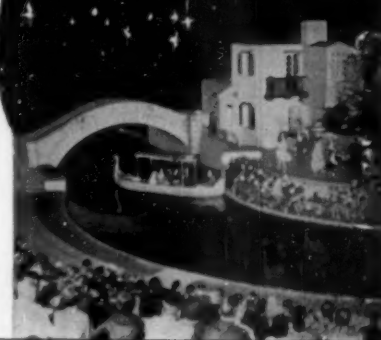
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which faces the crowds, that attend the speaker,  
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available in portion or package  
to mammoth convention or intimate group  
... but is yet just a part  
of the Wondersworld called



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Jim

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JULY 15, 1960

DEVELOPING  
SUBJECT MATTER  
CREATING THEME  
SELECTING SITES  
PROMOTING  
ATTENDANCE  
HAVING CHANGE  
OF PACE IN  
SESSIONS

GETTING  
OUTSIDE SPEAKERS  
BUILDING ENTHUSIASM  
IN ADVANCE  
KEEPING SESSIONS  
ON TIME  
TAX PROBLEMS  
INSURANCE AND  
TRANSPORTATION

WORKING WITH HOTELS  
PUBLICITY AND  
PROMOTION  
HOW TO BUY FACILITIES  
ORGANIZING  
EFFECTIVE COMMITTEES  
HOW TO  
EVALUATE SHOWS

EFFECTIVE USE  
OF VISUAL AIDS  
INCENTIVE  
TRAVEL PROGRAMS  
SALES TRAINING  
TECHNIQUES  
LABOR AT TRADE SHOWS

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CENTRAL 9-0893



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Dear Meeting Planner:

November 29, 1960, will mark a new era for the men who plan the nation's conventions, sales meetings and trade shows. It's the date that marks the opening of the International Convention Planning Exposition.

This exposition and forum will be unique. It will provide you with ideas and practical help to make your sessions come alive.

In the beautiful new \$6-million Las Vegas Convention Center, this new kind of exposition brings together the top authorities on how to plan meetings that get results. The exposition hall will present the latest equipment, services and facilities to help make your meetings more productive.

No ordinary exposition this! Everyone who attends the forum sessions participates. Group dynamics specialists and meeting planning "pros" will direct workshops, seminars, forums and roundtables. Everyone in the audience will be actively involved. Real problems from the audience will become part of this dynamic event. Meeting planners will be sharing information and ideas with their counterparts in industry and associations.

Nothing like it has ever been planned on either side of the Atlantic. (Foreign experts on group dynamics will be in attendance, too).

Plan now to attend this exposition and forum on meetings. Agendas will be packed with practical ideas and adaptable procedures. For more details on this forum and exhibit for America's active meeting planners, write today.

Sincerely yours,

INTERNATIONAL CONVENTION PLANNING EXPOSITION

*Monroe R. Pauls*

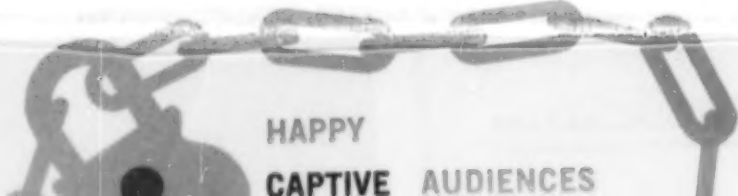
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MEP-ER

Planning

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HAPPY  
CAPTIVE AUDIENCES

Sales Management / PART TWO

Sales Meetings



# INTERNATIONAL CONVENTION PLANNING EXPOSITION



NOV. 29, 30 and  
DEC. 1, 1960  
LAS VEGAS  
CONVENTION CENTER  
LAS VEGAS, NEVADA

**convention planners are  
your customers**

**AN EXCITING NEW CONCEPT IN THE  
PROMOTION OF CONVENTIONS...  
WHOLLY UNPRECEDENTED...  
BUT LONG OVER-DUE!**

## EXPOSITION FOR MEETING PLANNERS

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Executive Manager  
Industrial Management Society

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Executive Manager  
Professional Photographers of  
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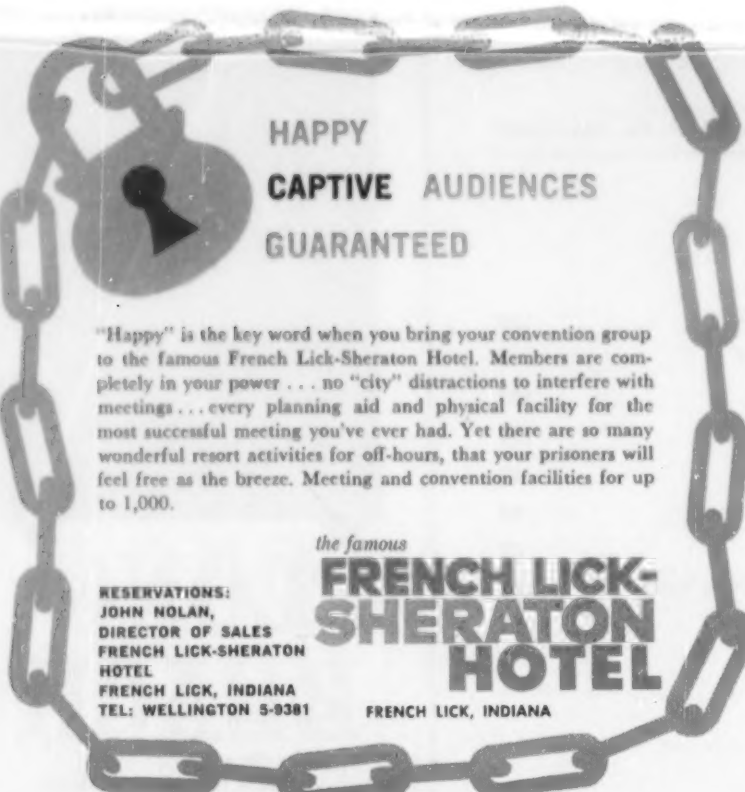
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INTERNATIONAL CONVENTION PLANNING EXPOSITION

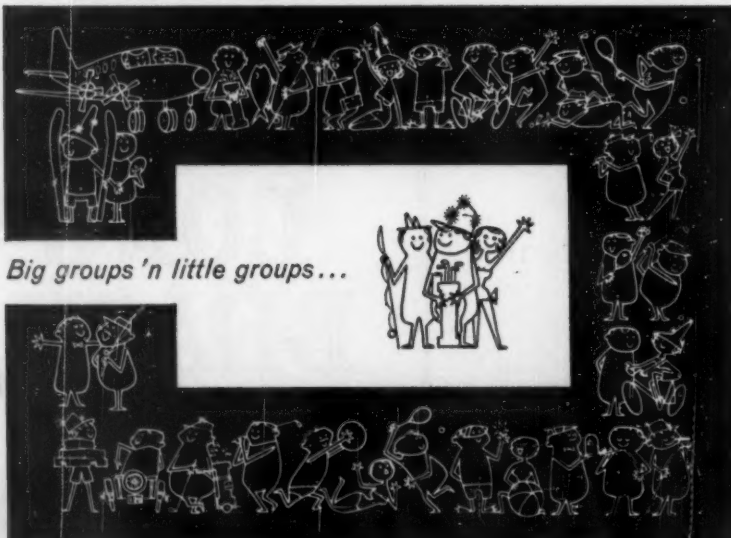


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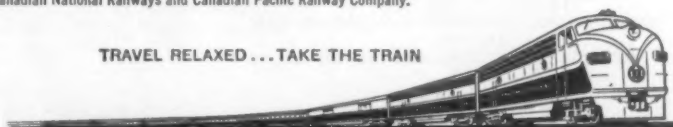
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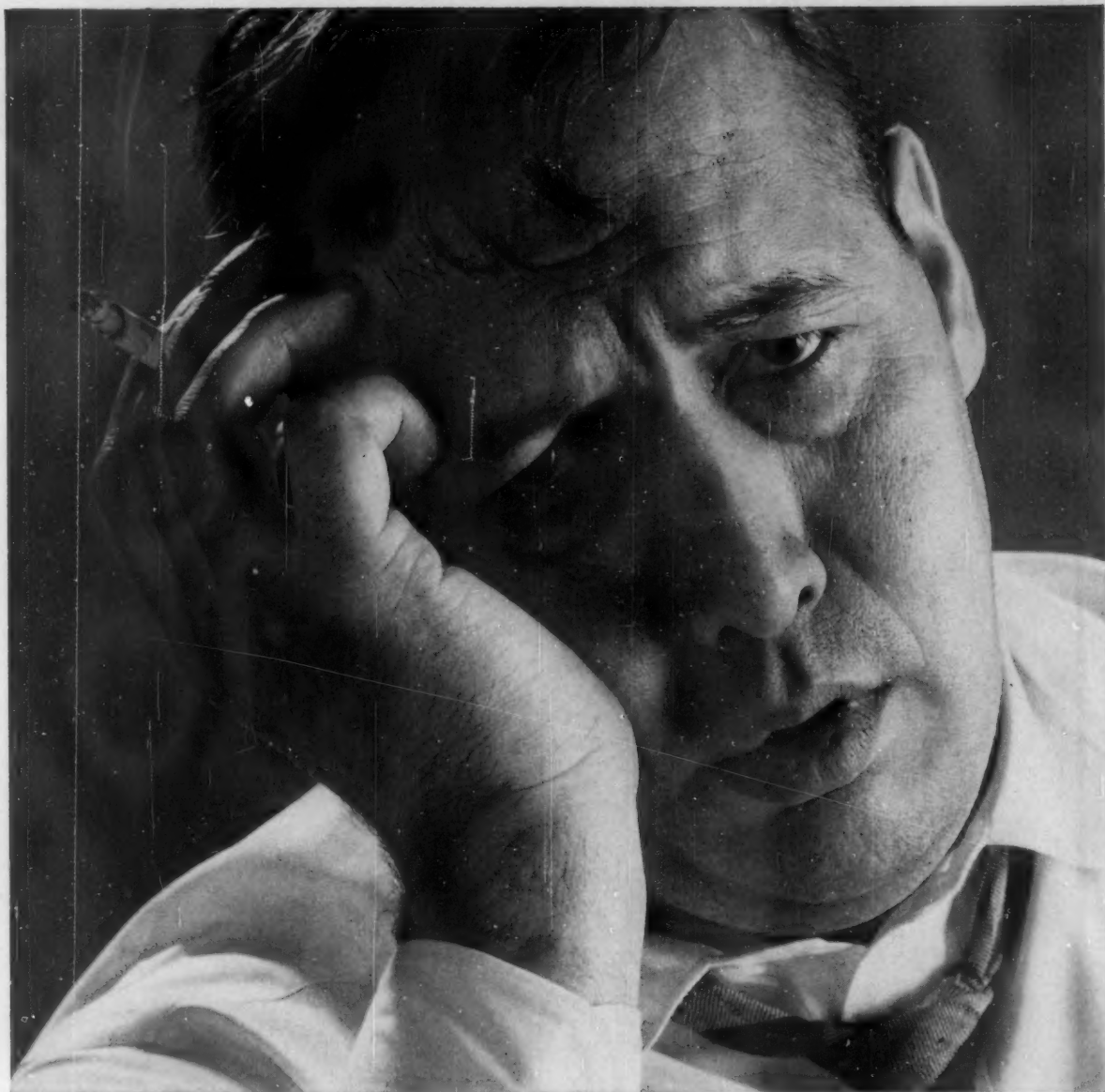
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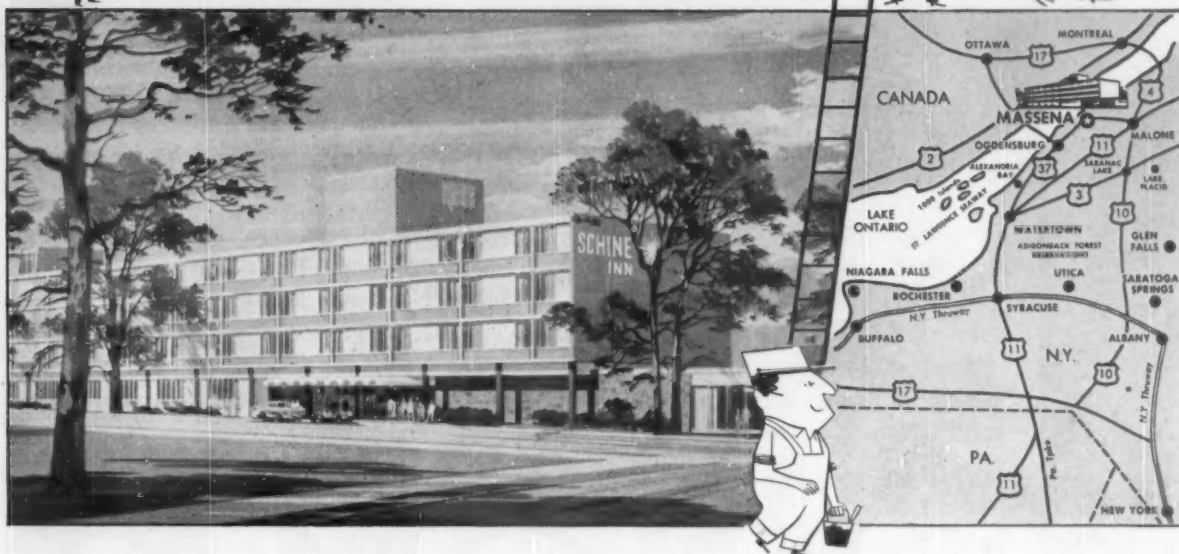
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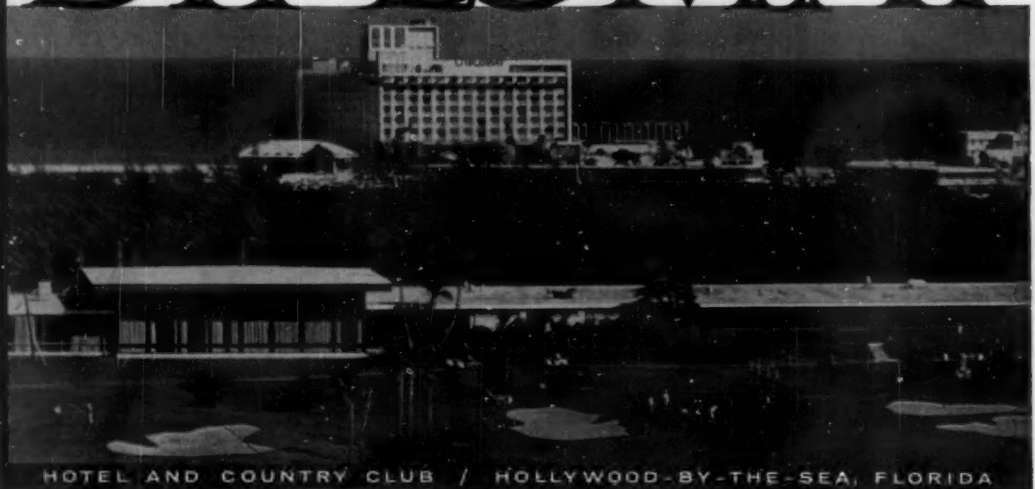
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JULY 15, 1960



DEVELOPING  
SUBJECT MATTER  
CREATING THEME  
SELECTING SITES  
PROMOTING  
ATTENDANCE  
HAVING CHANGE  
OF PACE IN  
SESSIONS

GETTING  
OUTSIDE SPEAKERS  
BUILDING ENTHUSIASM  
IN ADVANCE  
KEEPING SESSIONS  
ON TIME  
TAX PROBLEMS  
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# TO THE MAN WHO PLANS MEETINGS

CENTRAL 6-0893



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*Monroe R. Passis*

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**Write now for more details**



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NOV. 29, 30 and  
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LAS VEGAS  
CONVENTION CENTER  
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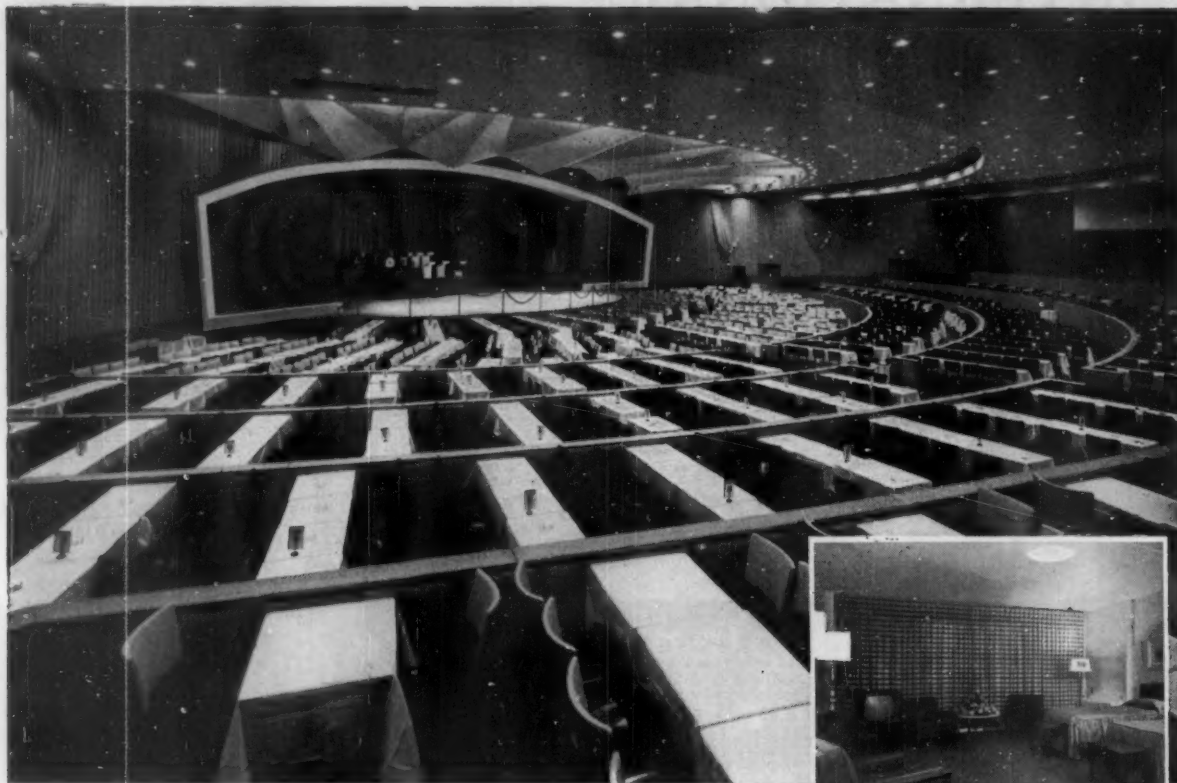
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- ☐ Please rush me full particulars on exhibiting at the Exposition.

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41 East 42nd St. • YUkon 6-5910  
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## **-SM** FACILITIES ROUNDUP

### VIRGIN ISLANDS

Hilton Hotels International took over operation of the Virgin Isle Hotel, St. Thomas, this month. Hilton contracted a 20-year lease with option to renew. Now to be known as the **Virgin Isle Hilton**, hotel first opened in 1950. More recently, 80 rooms were added to the original 120 to bring the total to 200.

### SEATTLE

Travelers arriving at air, rail and steamship terminals find courtesy car transportation to the five **Doric downtown hotels** awaits them. Fleet of bronze and white station wagons take passengers from arrival point to any of the hotels on a 24-hour schedule. This free transportation is arranged when reservations are made.

### NORTH AURORA, ILL.

Hilton Inns, Inc. (division of Hilton Hotels Corp.) has awarded a contract for construction of its 300-room **Aurora Hilton Inn** to Summer Sollitt Co., Chicago. Construction is scheduled to be completed by Spring, 1961. In all, there will be eight buildings: a two-story main building of 72,000-sq. ft. and seven, two-story guest buildings.

### CHICAGO

New **O'Hare Inn** is one convention center where air passengers can arrive and hold a business meeting with a minimum of ground travel. Motel offers a convention and trade show hall (capacity 1,200) and closed-circuit TV to allow guests in every room to see and hear speakers in the convention hall. Several associations have already been booked.

City's lake front exposition has been officially named **McCormick Place** in tribute to Col. Robert R. McCormick, late editor and publisher of the Chicago Tribune. McCormick spearheaded the drive to build the two-level modern facilities at 23rd Street, before he died.

### SYDNEY, AUSTRALIA

First 220-room section of the **Chevron Hilton Sydney** will open

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Whether you're planning to exhibit in a single city... or scheduling a cross-country tour... you'll like the personalized care United's "SAFE-GUARD" moving service provides.

Door-to-door delivery on one bill of lading is handled for you by United's display moving specialists. And United's new custom-designed Sanitized\* vans afford full protection—without costly crating—plus greater loading flexibility and convenience.

When the occasion calls for putting your show "on the road" call the reliable United Agent. He's listed under "MOVERS" in the Yellow Pages.

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Private conference rooms for 10 to 100 • Convention hall accommodating 6,000

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1,000 FEET OF OCEAN BEACH — MIAMI BEACH, FLORIDA



## FACILITIES ROUNDUP

continued

September 16, 1960. Plans call for a total of 1,058-room hotel. When completed early in 1962, it will be the tallest hotel (35 stories) in Australia.

### PUERTO RICO

Puerto Rico Industrial Development Co. will build 150-room hotel for about \$2 million. Plans include a banquet hall and eventual expansion to 300 rooms. Hilton Hotels International will operate the new **Mayaquez Hilton** under a 20-year lease agreement. Hotel is scheduled to open during 1961-1962 tourist season.

### HIGHLAND PARK, ILL.

Hotel Moraine On-the-Lake has undergone a \$200,000 renovation program. Refurbishing was completed in June. Remodeling includes main building, lodge building, function and meeting rooms, plus lobby. Separate lodge will have accommodations for 75 people with enlarged panel meeting and workshop rooms. Set up for training school programs, new lodge will have its own convention staff.

### NEW YORK CITY

Spade ceremonies recently began construction of **Americana of New York**, first hotel to be built here since 1931. Owners, Lowes Theatres, Inc., announced its new hotel at 51st and Lexington Avenue will have 800 rooms. Four mezzanine rooms, two at lobby level (600 total capacity) will be available for meetings and conventions. The \$25-million, 21-story structure is scheduled to open October 1, 1961.

### NEW YORK CITY

Port of New York Authority announced plans to build a 200-room, \$3-million addition to its **International Hotel** at New York International Airport. Expansion of the already existing 320 rooms includes new meeting and banquet rooms. With the addition, 2,000 to 3,000 guests will be able to be handled for special functions.

### ATHENS, GREECE

Part way along is construction on **Mount Pavneb** hotel and cottage colony resort being built by

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they call the man from

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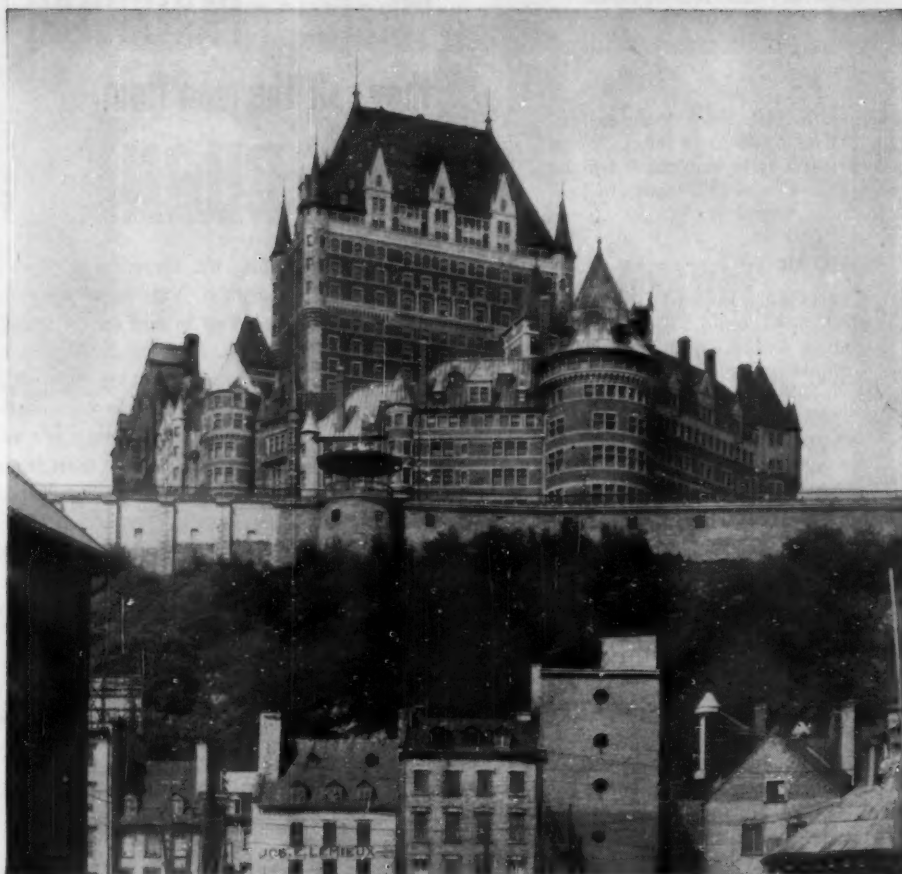


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AGENTS

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Château for  
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Refreshing atmosphere and scenic splendor—aren't these the clues to a successful convention? You'll find all of this and *more* in an old-world setting—at Québec's Château Frontenac. This luxury hotel offers you not only traditional old-world hospitality, but every *modern* convention facility. Here is just a sampling:

*723 luxurious rooms. Meeting rooms of all sizes. Private banquet halls. Portable public address system. Sound projectors with trained operators. Individual exhibition rooms. Cocktail lounges, ballrooms, terrace cafe. Year-round sports.*

And Canadian Pacific's smooth, efficient service leaves you more time to explore the excitement and romance of this famous French fortress city. To ride, perhaps, in a horse-drawn calèche; to visit historic landmarks and shrines; to shop; or golf on picture-book courses.

In French we call it a *succès fou*. In any language: an unforgettable convention! For information and reservations, write to: Convention Traffic Department, Canadian Pacific Railway Company, Windsor Station, Montreal.

*Canadian Pacific*

SALES MEETINGS/Part II SALES MANAGEMENT

## FACILITIES ROUNDUP

continued

the Greek National Tourist Office outside the city. The 220-bed, five-story hotel will include a convention hall to accommodate 1,500 people for meetings.

### HOUSTON

Presently under construction, **Sheraton-Lincoln Hotel** will have a ballroom to accommodate 500 and adjoining function rooms for 400 additional people. Structure will stand 26-stories high.

### SAN FRANCISCO

**Fairmont Hotel's** 29-story tower annex will make available by early 1962, 252 more rooms, which will be linked to its existing portion by a new ground-floor lobby. Tower-base structure will house a 16,000-sq. ft. convention-exhibit hall, plus two additional Tower banquet halls. Fairmont currently has 20 public rooms in service.

### CLEVELAND

Construction of banquet and convention facilities at **Sheraton-Cleveland Hotel** begins this month. A 25,000-sq. ft. ballroom will seat 2,500 people, and can be subdivided into 750 or 1,500 capacity rooms. Also scheduled is an additional 10,000-sq. ft. of exhibit space. Work is expected to be completed by September.

### DALLAS

New exhibition hall is to be built by 1961 with a plan to cater to the construction industry. To be called **Fleetwood Square**, work is to start in several months. Plans include an auditorium with stage, banquet and exhibit hall facilities.

### FORT WORTH

Half-million-dollar expansion program has been recently completed at Fort Worth's **Western Hill Hotel**. Program included construction of 50 new guest rooms, to raise total to 250. Convention hall was built to seat 500 people. Hall can be divided into two rooms with separate capacities of 175 and 150 for banquets and meetings. Kitchen was also expanded to meet the new food service requirements.

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Chicago National Boat Show  
Chicago Sportsman's and  
Vacation Show  
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and Horse Show  
International Kennel  
Club Dog Show  
International Dairy  
Show and Rodeo  
National Metal Exposition  
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Republican and Democratic  
National Conventions  
National Packaging Exposition  
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in Convention  
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to groups of all sizes**

With the opening of two magnificent new ballrooms, the Sheraton-Park can *comfortably* accommodate groups of all sizes, from 40 in one of our meeting rooms to 3000 in Sheraton Hall, Washington's largest ballroom.

These latest additions to the hotel with the widest range of convention facilities in the nation's capital seat 450 each for banquets, 600 for meetings. They conveniently open to one room for larger groups of 875 to 1200.

And for the added comfort of your group, the Sheraton-Park now has four new floors of garage parking.

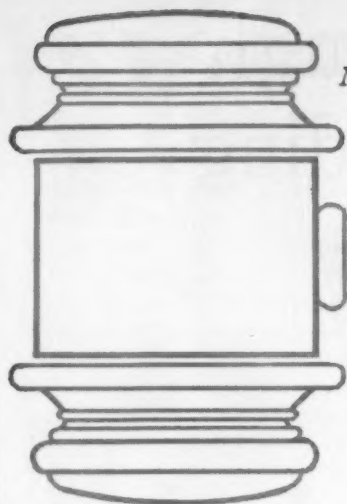
Your members will find it's sheer pleasure doing business in the resort atmosphere of the Sheraton-Park. The hotel's facilities include an outdoor swimming pool, four tennis courts, 1200 outside rooms, all with air-conditioning, radio and TV, three fine restaurants for excellent dining at reasonable prices, two delightful cocktail lounges for meeting and entertaining associates.

The important business functions in Washington are held at the Sheraton-Park. For complete information, contact Lewis M. Sherer, Jr., Sales Manager.

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Centuries-old churches, buildings, fortifications contrast dramatically with finest luxury hotels (Caribe Hilton, Condado Beach, Dorado Beach, Intercontinental, La Concha, La Rada), distinguished restaurants, theatres, night spots, golf courses, beaches. Fishing is fabulous, there are sports of all sorts, and always breath-taking is the island's tropic beauty, its aura of romance, and consistently temperate climate. Everything you need for a successful sales meeting or convention is here. Working hours are more rewarding—for everyone is more relaxed, alert ... and you enjoy the fresh perspective, greater prestige of meeting *overseas*.

**NOTE:** And there's the added advantage of being less than 1 hour from the U.S. Virgin Islands—for fabulous Free Port Shopping and exciting side trips.

**Trans Caribbean's "Group-Air" Flight Plan** is a specialized group service to provide maximum convenience and economy!

- You enjoy the safety, comfort and efficiency of scheduled air travel on Super DC-6B radar-equipped planes, including hors d'oeuvres, meals and beverage service.
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Heavyweight fight was added attraction to get appliance dealers to a meeting. Philco Corp. staged a one-hour closed-circuit telecast on June 20 which preceded the Floyd Patterson and Ingemar Johansson title bout. Half hour after the news-line showing, dealers saw the fight, also via closed-circuit TV. Special show, "Many World's of Philco," was a well-staged, well-paced product and promotion presentation. (But it couldn't compete for excitement with fifth round knockout by Patterson.) Philco show was not seen by closed-circuit TV theater patrons who paid to see the fight. Separate locations were used. Arrangements and telecasting were handled by TelePrompTer Corp.

Business Equipment Exposition moves to New York City April 17-21. First time in New York, show will be third in a continuing series of national expositions sponsored by Office Equipment Manufacturers Institute. Show in the Coliseum will follow by six months the first western presentation in Los Angeles, Nov. 1-4.

Early demand for space indicates biennial International Heating & Air-Conditioning Exposition, Feb. 13-16, Chicago, will surpass record-breaking show of 1957, according to show management. Show, the 15th, is slated for International Amphitheatre.

Cobo Hall and Convention Arena will be in the red during its first year, The Detroit Times predicts. The \$5.4-million exposition site will operate at a deficit of \$177,919 starting July 1 until next year, according to the newspaper. Operating expenses and maintenance are estimated at over \$1 million; revenue expected: \$885,900.

U. S. will exhibit behind iron curtain again. Office of International Trade Fairs, Department of Commerce, reports plans to be in 19th International Fair at Plovdiv, Bulgaria. Plovdiv is city of 200,000 population and is not far from border of Greece. It is second largest city in Bulgaria. Fair dates are Sept. 18-Oct. 2. Our exhibit will be "Medicine U.S.A."

Nautical theme is planned for 1960 national convention of Locker and Freezer Provisioners, Sept. 18-21, Sherman Hotel, Chicago. All-expense-paid vacation trip for two to Mexico City and Acapulco is to be awarded in a drawing at closing session of the convention.

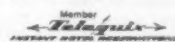
Twentieth annual meeting of Building Material Exhibitors Assn. was held recently in Chicago to consider new exhibit and display techniques for the building materials industry. Group heard from Hayward S. Cleveland, managing director, Shopping Expositions, Inc., Hicksville, N. Y. He outlined 1960-61 plans to exhibit products in vans at prominent shopping centers across country. BMEA sponsors annual Caravan of Exhibits — three vans of exhibits that visit retail lumber dealer shows.

Long Beach, Calif., received an okay from a state commission to use tidelands oil money to finance a convention and exhibit hall annex to its Municipal Auditorium. Voters had okayed the \$6-million project three different times.



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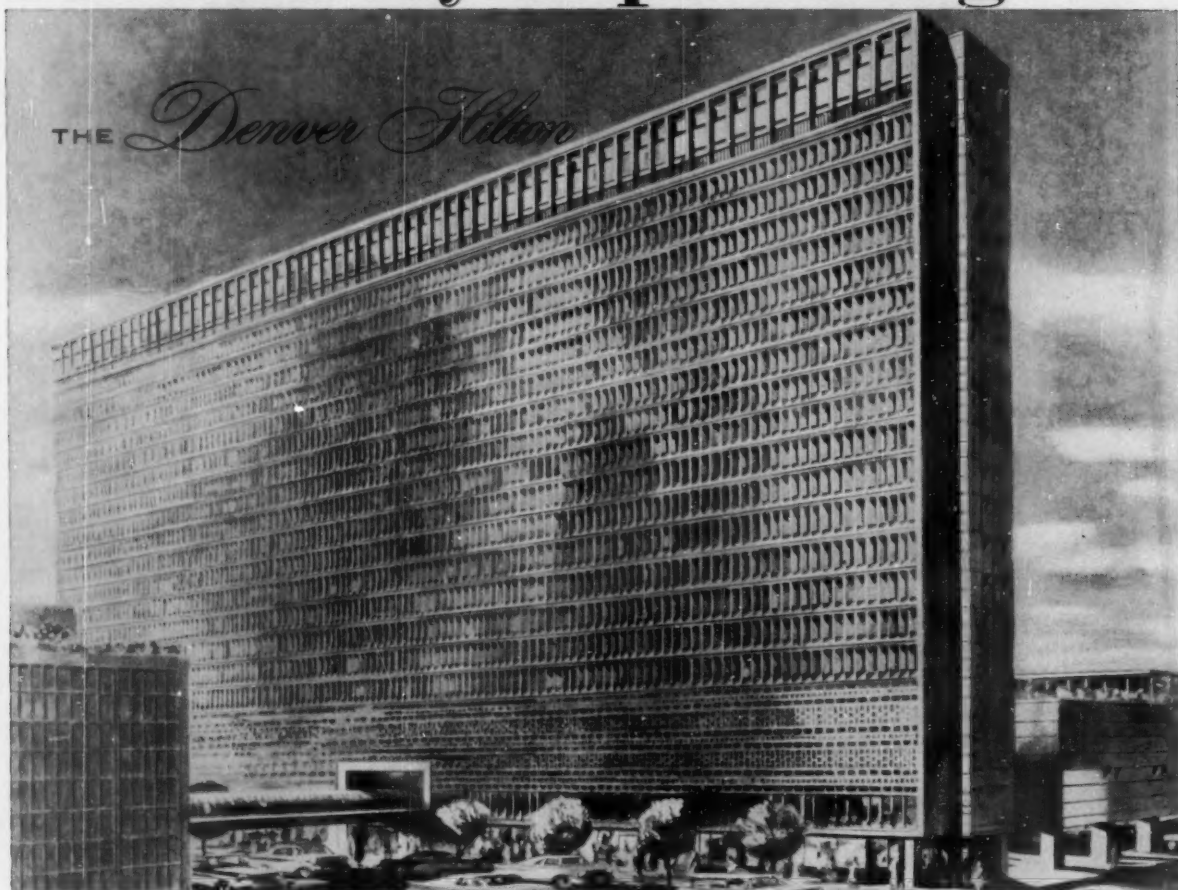


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Soaring 21 stories over Courthouse Square, the 900-room Denver Hilton has just opened new facilities in this lively and expanding city. Organizations which have had to bypass Denver in the past because it lacked rooms and function space, can now convene in this mile-high city with assurance of outstanding gatherings.

For the first time in the Rocky Mountain area, the Denver Hilton offers a ballroom for as many as 2,000 people, with additional exhibit space up to 25,000 square feet—and air-conditioned throughout. It can also accommodate groups of up to 300 and 400 persons as a complete and separate convention unit—a feature enabling the Denver Hilton to hold two conventions at one time, in distinctly different areas.

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And look to these other Hilton Hotels, where ground will soon

be broken: THE PORTLAND HILTON (Oregon), offering the newest convention facilities in the Pacific Northwest. THE SAN FRANCISCO HILTON, housing one of the finest ballrooms in the world, seating up to 3000 for meetings and 2,500 for banquets. Look to the HILTON INNS—Atlanta, New Orleans, El Paso and San Francisco—conference facilities in a resort atmosphere.

Look to all the Hilton Hotels for ideal accommodations for conventions and other functions. As your needs demand greater services, Hilton keeps pace and remains just a bit ahead. So, whatever your needs, check Hilton first!



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Moscow will be site of a world's fair in 1967, International Bureau of World Fairs announced in Paris. Austrian Government withdrew Vienna as a candidate and Montreal, Canada, was ruled out.

First National Automobile Show ever held in Detroit is slated for Cobo Hall, Oct. 15-23. Previous manufacturer-sponsored shows (since 1900) have been held in New York City. All 1961 U. S. passenger car models and many trucks will be on display. Show will feature an original musical review on a specially constructed stage four times daily. A special exhibit called "Auto Wonderland," in which allied automotive industries will participate, is to be on another floor of the building. National Automobile Show dinner, Oct. 17, will have President Eisenhower as honored guest and speaker. It will be a black-tie, stag affair, and will be attended by more than 2,500 automotive industry executives and leaders in business and government.

India is using an exhibition on wheels to give information to rural areas. Sponsored by Union Ministry of Information and Broadcasting, 70-foot long railway coach with exhibits completed an eight-months tour and visited 92 stations. Over 200 movie shows were presented. A second tour is now scheduled.

First Fleet Maintenance Exposition, originally scheduled for October, is now slated for Dec. 5-8 in New York Coliseum. New dates avoid conflict with other motor industry events. Exhibit space is to be allotted latter part of this month.

Giantview Television Network, closed-circuit television and videotape producer, announces a change in corporate name to General Television Network. Purpose of the change is to give separate identities to company's closed-circuit operations and its equipment manufacturing division, says Stanley R. Akers, president. Equipment will retain Giantview name.

Air-Conditioning and Refrigeration Institute's first exposition on the West Coast is planned for Feb. 12-15, 1962. It will be staged at the Great Western Exhibit Center, Los Angeles.

Los Angeles, Detroit and Dallas have been selected by The Material Handling Institute for its 1962 program of regional trade shows. Show dates were announced as: March 6-8, 1962, Pan-Pacific Auditorium, Los Angeles; June 19-21, 1962, Cobo Hall, Detroit; Nov. 6-8, 1962, State Fair Park, Dallas.

International Convention Planning Exposition plans a completely new floor layout. Revolutionary floor plan is in keeping with aim of the event to offer the newest ideas in meeting and exhibit technique, reports Monroe R. Passis, director. All exhibit space at show in Las Vegas, Nov. 29-Dec. 1, will be island areas. However, instead of square or oblong spaces, each exhibit area will be circular. "This new floor plan is a challenge to the ingenuity of exhibit designers to take best advantage of exhibit approach from every direction," says Passis. European convention specialists will be in attendance, says Passis, to swap ideas on convention planning and staging.

## YARDLEY

Yardley of London Inc. is one of many leading corporations which held their sales meetings or conferences in

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For the many advantages—in transportation, accommodations, sports facilities, dining and entertainment—that Bermuda offers for successful sales meetings, small conventions and directors' sessions, write for your FREE copy of the 24-page booklet, "BERMUDA, Headquarters for Memorable Meetings and Conferences."

The Bermuda Trade Development Board  
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**DORIC BELLINGHAM**, Bellingham, Wn.  
Meetings to 1700; catering to 1000.




**DORIC NEW WASHINGTON**, Seattle  
Meetings to 500; banquets to 350.



**DORIC LEAMINGTON**, Oakland  
Meetings to 1000; banquets to 750.



**DORIC MAR MONTE**, Santa Barbara  
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Outstanding for incentive program winners; the desert's most lavish luxury resort!



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Meetings to 300; banquets to 175.

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depend on*

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From Vancouver, B.C., Canada, to San Diego, California, you'll find outstanding Doric facilities—with expert planning help and dependable follow-through to make your meeting run like clockwork. Large or small, your meeting is of utmost importance to a Doric hotel. More and more organizations, throughout the West, have discovered that when it comes to planning a trade show, convention or meeting, you can leave the details to Doric. Depend on Doric! Their quiet efficiency, friendly hospitality, and exceptional service assure you of success. Write for Free "Convention and Meeting Planner" which describes services and facilities available at all Doric properties.

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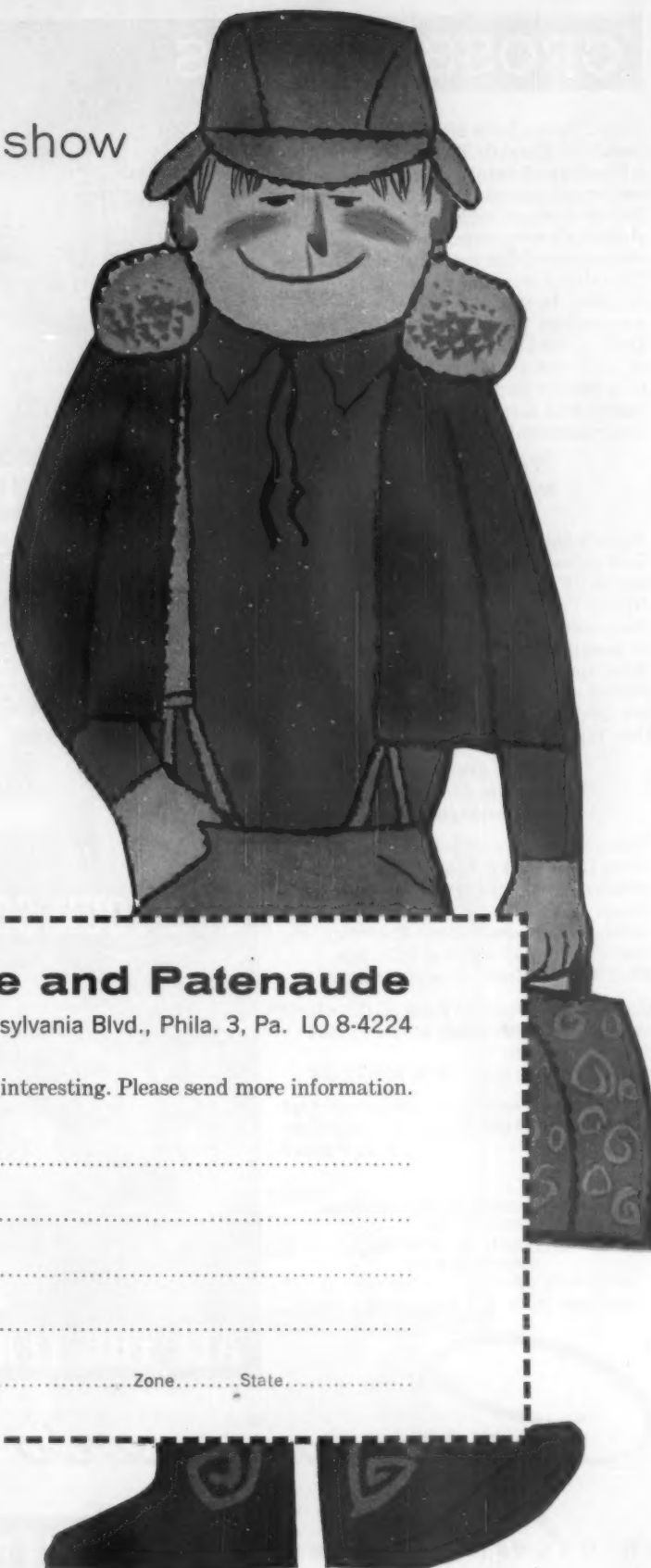
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There are 25 Meeting Rooms, to seat from 10 to 1600 people . . . complete with latest ALTEC P. A. equipment, Movie and Slide Projectors and Large Screens, Tape Recording Facilities, etc. Convention Hall seating 1600 has 40' x 20' x 4' Permanent Stage.

Conveniently reached from all directions over 6-lane super highways . . . and by private plane to JENNIE GROSSINGER AIRPORT.

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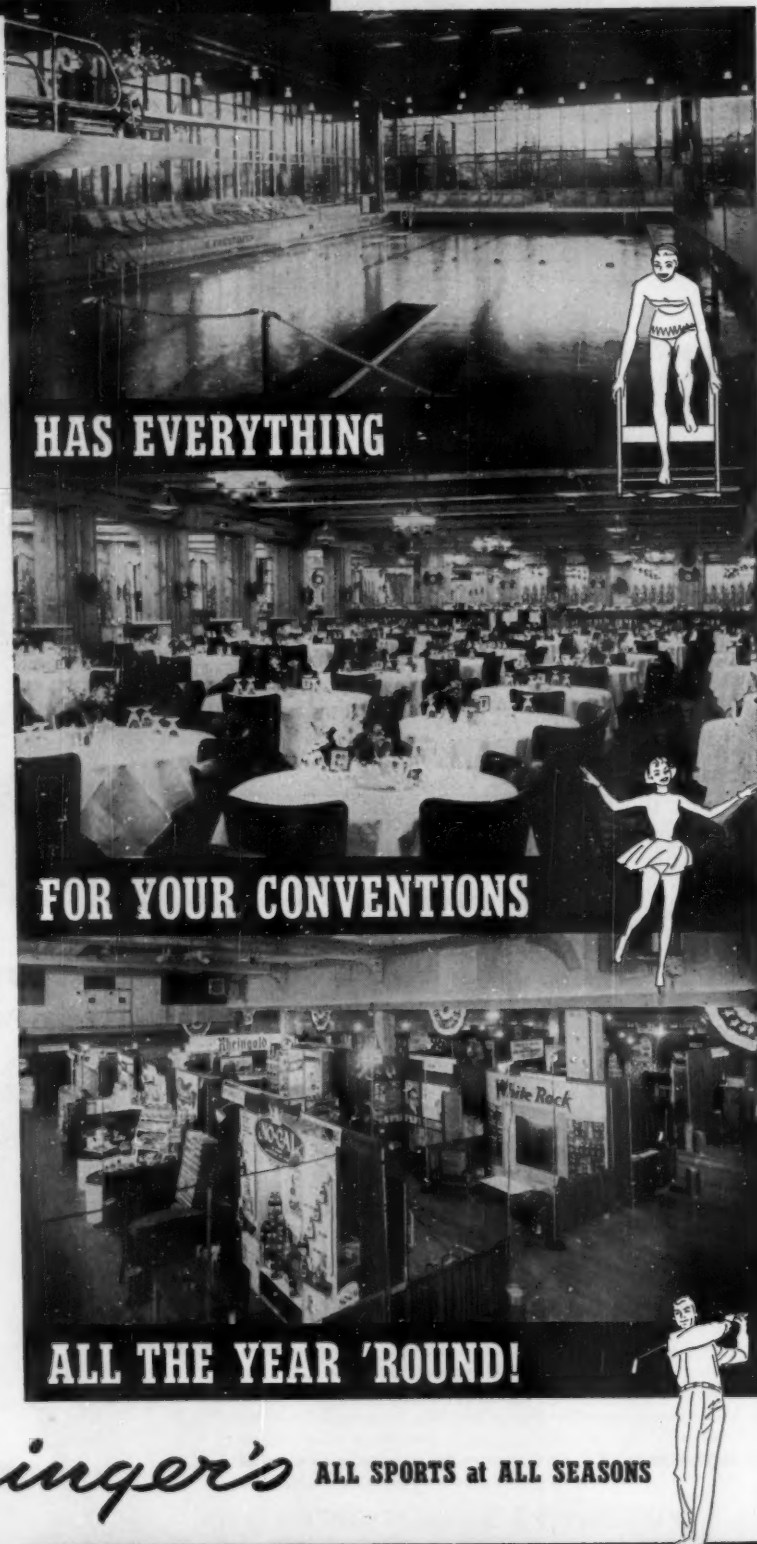
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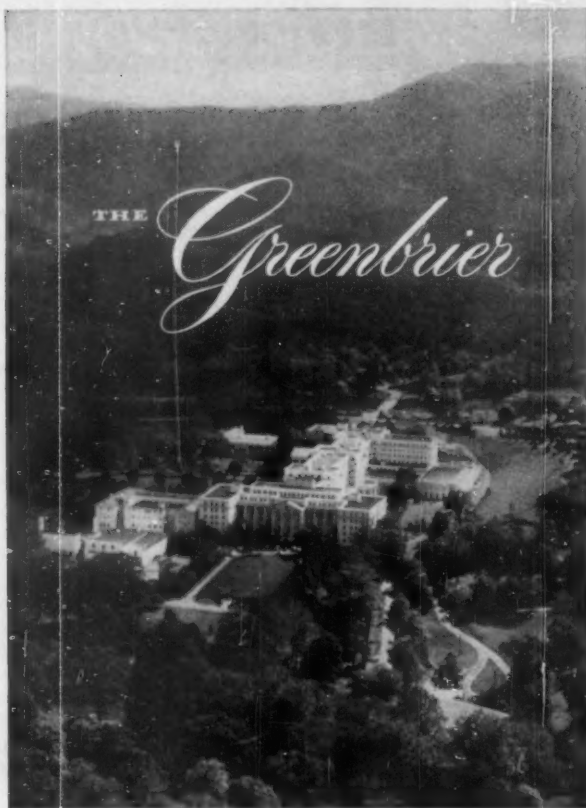
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**AS THE EDITORS SEE IT**

# Tool Kit to Kill Gripes

Some meeting planners avoid group discussion at all costs. Others approach group participation with misgiving. Big fear is that any session that permits or encourages comments from the floor will degenerate into a gripe session. This fear threatens even stout hearts.

To sidetrack complaints at meetings, many executives have devised fancy footwork (which seldom works). It cuts off the complainer successfully, but it never satisfies him. And worse, it never satisfies the group. It has a reverse effect.

When you sidetrack a gripe rather than handle it, you often strengthen the conviction of the group that the complaint is just. In addition, you often entrench a gripe in a mind that previously had harbored none.

What are the deadly statements that temporarily silence grippers by dodging issues? There are six popular ones. Most of us use them at one time or another, although we shouldn't. It is important, however, that we recognize them for what they are: dodges to avoid real issues. Here are the statements:

**"This is just a small part of a complex problem that has to be studied carefully."** This signs finis to any complaint. It acknowledges a problem and lets it hang fire until you beat a hasty retreat from the meeting. Want to frustrate your group, use this statement next time a gripe comes forward.

**"Suppose you head the committee to look into it."** This is a genuine gripe killer. You toss the complaint right back to the man who voiced it. By the time he realizes what you have done to him, you can be gone. Of course, you silence the gripe, but you have the whole group alerted to it. You may be starting a giant blaze that

could have been put out when it was simply a slight smolder in one man's mind.

**"You have to crawl before you can walk."** Nothing new about this statement, but it kills off more new ideas at meetings than Rover has fleas. This is an ideal status quo maintainer. It assures everyone that suggestions are not welcomed.

**"We don't have the answer to that one yet."** This is disarming. Use it and it makes you out to be an honest guy—for awhile. But soon, your group catches on that you don't want to give an answer—don't want to have to consider the subject. It's a perfect out at any session. Admit you don't know and nobody can expect anything further.

**"We're consulting an expert on that right now."** Forget it, fellows. It's in the lap of the gods. Don't bother about it anymore. This statement will sweep any gripe, complaint, suggestion or comment right under the rug. It's a safe thing to say. Nobody can accuse you of being unsympathetic. Of course, it doesn't supply anybody with any information, either.

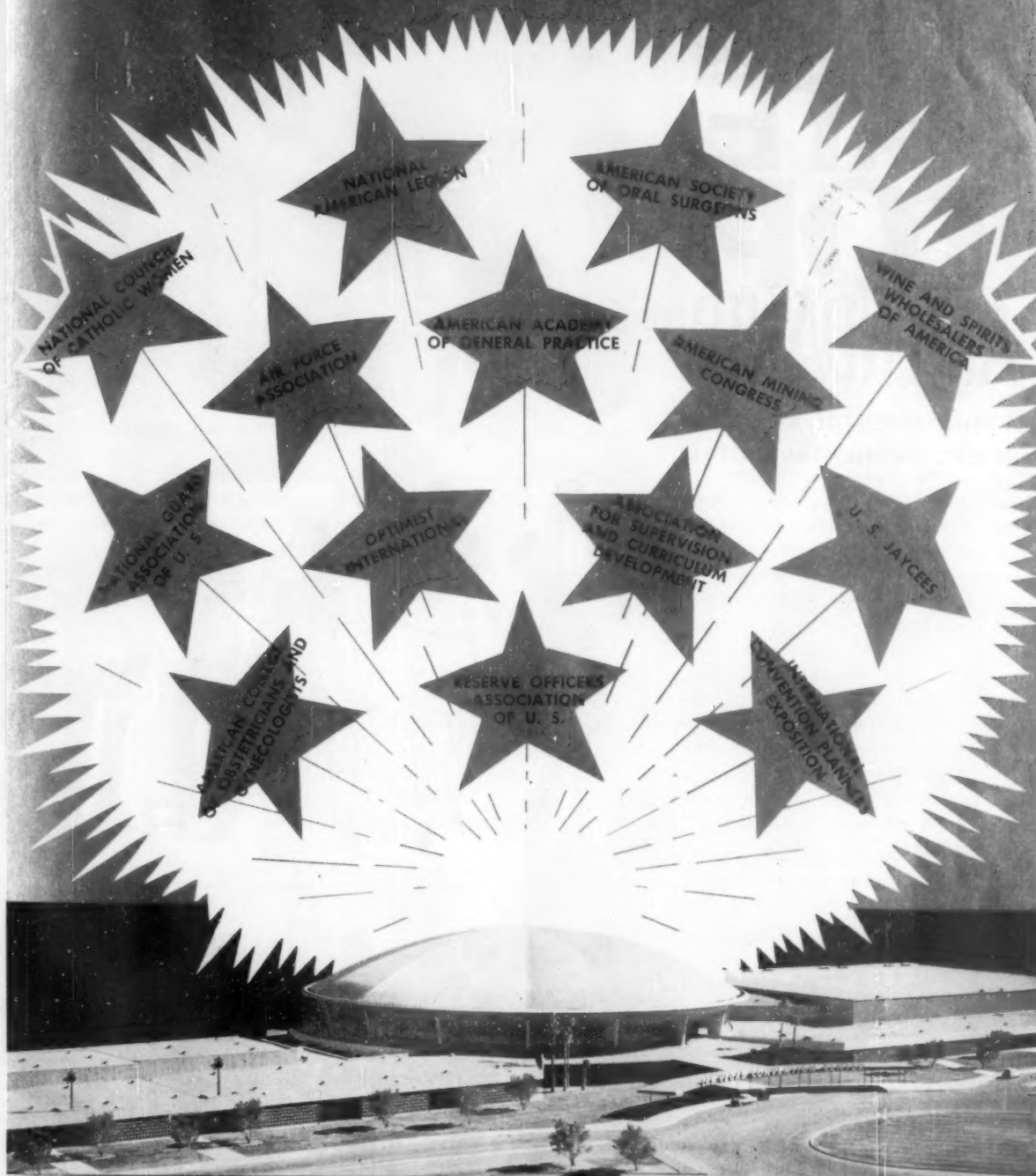
**"The board (or president, or treasurer, or chief engineer) hasn't accepted the idea yet."** With this statement you blame somebody—anybody will do. More remote the man you blame, the better. This gets the complainer off your back. You dredge up somebody else for him to hate.

There you have six deadly statements to end gripes at any group discussion. There are a few others that work, but you can handle almost any complaint with this tool kit.

Stop progress? Sure it will. But it gets you off the hook while the meeting is in progress. (After all, you can't let those guys in the audience forget who's boss.)



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DEMOCRATIC Convention floor plans are blue printed by Hubert J. Schlafly, vice-president TelePrompTer Corp, N.Y.C.

# Secret Plans Behind Political Conclaves

Neither party knew what was planned in opposite camp, but ideas and techniques are similar. Conventions to have most complicated electrics set-up ever used at any meeting.

WHEN you are privy to the planning secrets of the Democratic and Republican conventions, one thing strikes you: Both sides are planning pretty much the same thing!

In the hush-hush secrecy of both camps, you discover, while neither side knows for sure what the other is doing, problems are identical and solutions follow similar paths. For instance, both Democratic and Republican conventions will use closed-circuit TV to show faces of speakers on giant-size screens.

Method to be used to televise speakers is to place cameras in the



REPUBLICAN floor plans are checked by Nathan L. Halpern, president, and Marshall Jamison, executive producer, T.N.T.



rostrum. Democrats will have one camera in the rostrum while Republicans are talking in terms of two rostrum-mounted cameras.

Communications and floor plans are being handled by professional closed-circuit TV organizations. TelePrompTer Corp. is charged with Democratic arrangements while Theatre Network Television, Inc., is planning Republican convention layout and communications.

Democratic National Convention is using Los Angeles Memorial Sports Arena and Republican National Convention will hold forth in International Amphitheatre in Chicago.

### Layouts in January

Democrats started their plans earlier (their convention is first, July 11 opening) and had operations laid out long before plans for the Republican convention had been jelled. Republicans don't meet until July 25. First layouts for the Democratic convention were on the drawing boards in January.

Two big aims of these conventions are that delegates see a better "show" and that home television audiences have better coverage of events and personalities. Among big problems for convention planners are installation of media facilities that will not interfere with delegate vision and participation, and seating of delegates so that they will not obstruct operations of media people (television, newsreel, still photographers, reporters).

### Rostrum Is Main Concern

Focal point of both conventions will be the rostrum. Never before have so elaborate a setup for rostrums been contemplated. In addition to television cameras in the rostrums, electronic prompters and elevators will be installed.

Neither planning group knew what the other had in mind, but the Democrats will use a prompting device (and Republicans were thinking along the same lines) that makes use of a TV monitor with scripts crawling vertically up them. Monitors in rostrum will reflect scripts from the base of the rostrum up to a flat glass at about waist level.

TV camera will shoot through the one-way glass. Thus speakers will read their speeches from the glass but will not see the TV camera aimed at them. Scripts will appear as white print on black background (definitely planned by Democrats and probably used by Republicans). Black background will be easier on speakers' eyes who will be flooded by overhead

spots which will present enough of a blinding element.

Democratic rostrum will have a white plastic top. This will help to reflect light under speakers' chins to best light speakers' faces for television. (Last Democratic convention used a glass-top rostrum to reflect light but this had one bad bug in it. One energetic speaker put his fist through the glass.)

### Elevator in Rostrum

An elevator will be part of the rostrum. Democrats used one last time and have developed some technique in its use. Way they plan to work it is this: As a speaker mounts the rostrum platform, the elevator will raise him to high position. As he acknowledges applause and welcome, he will be lowered slowly to the right height for TV pickup.

TelePrompTer technicians have worked out the best way to find the right height for a speaker. Behind the rostrum there will be a draped curtain. On the curtain will be a small spot, unseen by the audience. As the elevator is lowered, technicians will watch for the spot on the curtain. As the speaker's head comes down so that the spot is right above it, elevator will be stopped.

Last time at Democratic convention, TelePrompTer technicians asked each speaker in advance about his height so elevator position could be pre-set. Problem, however, was that some speakers exaggerated their height. In the case of women, they underestimated (didn't include additional height of spiked heels). So rather than rely on heights given by speakers, the spot system has been devised.

Republicans did not use an elevator last time, but Theatre Network Television has such a plan this time.

### Seats Face Short Side

TelePrompTer carefully charted Memorial Sports Arena to select best lines of sight for delegates and TV installations. Result: seats will face the short side of the hall rather than the conventional way. According to Hubert J. Schlafly, TelePrompTer vice-president and brainstruster for convention layout, no delegate should be more than a 30-degree angle from the rostrum. He poured over dozens of blueprints of floor layouts to devise the one with best lines of sight.

Camera stands for network television, newsreel cameras and still photographers are being erected so there will be no interference with delegate vision in Los Angeles. TV cameras

will be able to cover every spot in the hall to pick up each delegate who may rise to speak from his seat.

At both conventions, networks' TV cameras will be pooled. A single TV director will monitor the cameras and pick the shots available to networks. Pool was necessary to prevent the hall from being inundated by TV equipment.

Networks will be able to pick up pictures from closed-circuit cameras in rostrums. Both TelePrompTer and TNT will operate pari-mutuel boards to show vote totals. These are for delegates and will probably be picked up by networks that may or may not have their own this time.

Republicans will have larger closed-circuit screens at their convention. TNT plans to use 20 ft. by 30 ft. screens while TelePrompTer's installation will use 10 ft. by 16 ft. rear-projection screens hung from ceiling beams.

### Remote Pickups

Some remote pickups are in the works for the Republican convention. These may include telecast from the White House. One remote planned will be a re-enactment of an Abraham Lincoln speech from Illinois with Ramon Massey in the role of Lincoln. Republicans also plan to use visual aids with major speeches.

Marshall Jamison, executive producer for TNT and former network TV producer, will devote much of his pre-convention time to coach Republicans on good TV technique. Aim will be to make most of politicians' best features (speaking and visual) and to forestall any mannerisms that may detract from good presentation.

Showmanship is a big consideration for these conventions. TelePrompTer has planned to set up the hall so that the view of the home TV audience will be tidy, professional and free of distraction. For instance, the orchestra will be in the balcony behind the speaker's platform. However, a traveler curtain will cover the orchestra while it is not playing. This will prevent TV cameras from picking up musicians behind the speaker. ("We don't want the audience to see a musician picking his nose or taking his instrument apart while a speaker is on the platform.")

Compare plans for these conventions with any you have ever staged or attended, and yours are duck soup stacked up to these. Seating alone is a vast headache. Each wire service and publication wants best position on the floor. Each TV network vies for best floor spots. Not only is there

(continued on page 144)



# Stockholders Ought to Have Something Better

... and so American Optical Co. tossed aside the ordinary, dull, cut-and-dried stockholder meeting and created a 2,000-product exhibit. Employees and key people in community were invited to the event.

**STOCKHOLDERS** gather  
for annual meeting.



**ANNUAL** stockholders' meetings are inclined to be, if not dull, pretty cut-and-dried affairs. Attendance represents only a fraction of the actual number of shareholders.

Annual meetings of 127-year-old American Optical Company were no exception until management decided to do something different in 1960.

Without breaking the tradition of holding the annual meeting at company headquarters in Southbridge,

Mass., AO planned to use it for the benefit of an estimated 10,000 people over and above the normal turnout of 50 or 60 stockholders.

Company's Advertising Department, under whose aegis numerous trade conventions are staged every year, was given the responsibility of staging a comprehensive exhibition of AO's more than 2,000 products. Formerly, stockholders' meetings had featured small displays of some of the

company's outstanding developments over the previous year. Never had an attempt been made to bring together the products of nine separate plants and subsidiaries. Instead of using a small conference room as in the past, the meeting was moved into the company auditorium, customarily used for noontime employee movies, amateur theatrical events, hobby shows, and the like.

To ensure as large an audience for



**FIBER OPTICS BUNDLE** is device used to see around corners.



**VISITORS** try optics at sunglass exhibit.

the display as possible, a three-day open house for AO's 4,000 Southbridge employees was announced, with hours from noon to 1 p.m. (lunch hour), and from 6 p.m. to 9 p.m. each evening. Invitations were sent to members of the local business, civic and religious community by the manager of Industrial Relations.

Placement directors of leading New England colleges and universities were invited to attend, as well as employment agency directors and personnel directors of other manufacturing companies in the area. All vendors calling on Purchasing Department during the three-day period were given the opportunity to visit the display.

Invitations also were sent to all local high school science classes in the area, since heavy emphasis was on the company's research and development program.

### Good Publicity

Publicity stories, with photographs of unusual products, were sent to the three local papers and radio stations for release during the week before the open house. Pickup was good, and each day there were stories on the forthcoming event to stimulate high interest.

Within the Southbridge plant, posters were put up on all 80 bulletin boards to invite AO people to bring their families to the product display. In every pay envelope distributed the week before was a printed insert stating:

*"You and your family are cordially invited to attend an AO Product Display, featuring many of the products you have helped to make."*

Layouts of the display area were made, allotting so much space to each of the company's divisions and subsidiaries. Theme of the exhibit was taken from the cover of the 1959 Annual Report, which stated:

*"Products to Extend and Protect the Physical Senses of Man."*

### Products Illustrate Theme

Each division head was given the task to supply products that would illustrate the theme. (Products ranged from surgical microscopes to flying helmets for outer space.) Certain items, such as the test equipment for the Atlas missile guidance system, when not available for display, were photographed and life-size blowups made for the exhibit.

In the case of the Sidewinder missile, for which AO manufactures components, a color film to show the weapon in action was obtained from the Government and shown through a rear projector. By the same method, it was possible to demonstrate the company's guided missile trackers following an Atlas takeoff.

In recent years, AO has developed and manufactured in its own plant a complete line of fitting room, examining room, and reception room furniture for professional offices. For the exhibit, one entire wall was divided into separate rooms, complete with

drapes, vinyl tile floors, and pictures on the walls. Decorator colors were carefully selected to show various furniture finishes to best advantage. Result was a lifelike tableau of attractive professional offices.

Safety products display achieved a striking effect through the use of full sized mannequins, dressed from head to foot in respirators, hoods, and aluminized or flameproof clothing. Opaque projectors made by the firm served a double purpose by being used to project slides of other products on wall areas. All slides used were animated by a new process being marketed by the company.

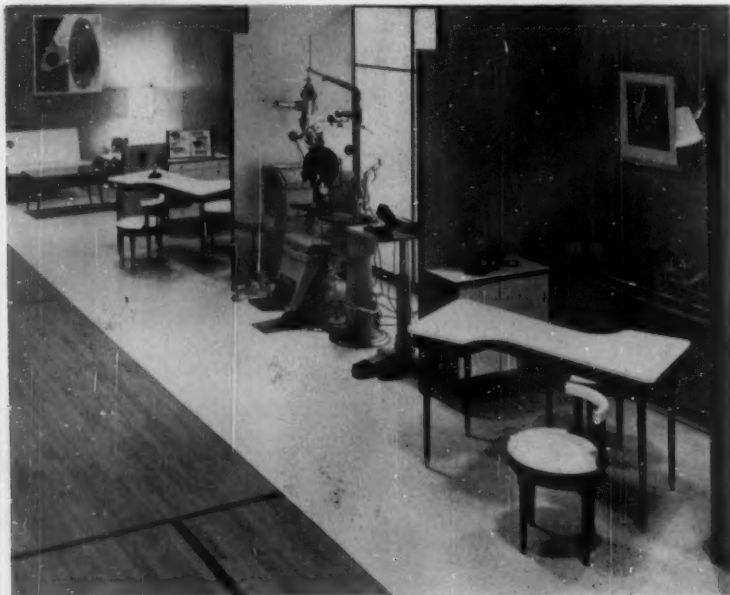
A large portion of the display area was devoted to research and development projects from the company's own laboratories. Shown for the first time was the helmet being developed, under a Government contract, for use in outer space. Research display of fiber optics, superfine glass strands which carry light and images around corners, was the biggest attention getter of the entire exhibit. By a fortunate coincidence, the "Wall Street Journal" had, the day previous, carried a front-page feature article on this product, and the work American Optical was doing with it. For most visitors, this was the first opportunity to see a remarkable optical development that was currently in the headlines.

### Educational Plus

The exhibit was extremely useful from an educational viewpoint as far as company communications went. Many of the several thousand AO employees, who attended with their families, discovered that the firm was not only in the business of making eyeglass frames and lenses (principal products of the Southbridge plant), but microtomes and blade sharpeners, artificial eyes, coffee tables, magnetic ink microscopes, steel-stapled leather gloves, microfilm readers, guided missile trackers and dental equipment.

The business community was given a vivid impression of the scope of the company's operations. Vendors suddenly realized the vast range of AO's needs for supplies and materials. College placement directors saw many prospects for employment of their graduates, as did the agency heads who attended.

Steady stream of visitors to the display over the three-day period indicates interest in such an exhibition. Company feels that it gained much from the effort, both in goodwill generated and increased understanding of its operations by a wide audience.



INDIVIDUAL SETS of doctors' offices are set up to exhibit A. O. furniture.

# So They Won't Talk, Eh?



**When a group of people unknown to each other sit down at a conference, tendency is for them not to talk about themselves. Even salesmen take time to open up. Here's a way to get them to talk right away (under control) and to learn about each other.**

By A. D. "SCOTTY" CAMERON  
Director, Recruiting and Training, Airkem, Inc.

**THERE'S AN OLD MYTH:** "Maroon a salesman between Murmansk and Montevideo and he'll land on his feet—talking."

This may be so on a person-to-person basis. But, throw 20 or so strangers together in a meeting room and salesmen or not, you will find the atmosphere chilled away below the point that permits free flow of ideas. Checking out the basic reason for this with groups in every section of the country, we have come to the following conclusions:

1. Salesmen are basically individual communicators—at their best they influence the individual rather than the group.

2. Faced with a group of unknown quality—or one that may represent a collection of expert sharpshooters—

their natural tendency is to hold back. They try to get the "feel" of the group before committing themselves.

3. Regardless of their personal confidence, most men have a degree of reluctance to talk about themselves for fear it will sound like bragging.

Now I'll grant you that many a group has one or more "volatile Victors" that are never fazed by these factors. Ordinarily you might think such fountainheads of knowledge would help greatly to relieve the condition. Actually, these lads who are consistently hypnotized by the sound of their own voice only complicate the situation further. With little or no effort they can make themselves so obnoxious the rest of the group will clam up tighter than ever rather than run the risk of being branded with the same mark.

Fortunately there's a very simple remedy for this situation. All it requires is establishing a framework within which the group can work. Here is the "how" and "why" of a step-by-step sequence that has proved effective for us in conducting meetings of this type over the years.

As soon as the men come into the room, ask each one to take a few minutes to fill out a brief fact sheet that you have prepared. Give it any title you choose, just so its complimentary and builds the stature of the individuals. We call ours "Famous Men of Airkem". You can vary yours to fit your needs. Here are the questions we asked on a single mimeographed sheet:

Salesman's name  
Company or distributorship represented  
Number of company's sales meetings attended to date  
His major claim to fame  
His greatest ambition

Obviously, the true value of this questionnaire is in the last two classifications. It's essential therefore that the group leader stress the point that these accomplishments or ambitions are left entirely up to the individual's discretion. A man can have many accomplishments outside his field of business of which he is justly proud—just as he's entitled to have great ambitions in other areas. Main



thing is to get the group into the spirit to reveal some facts about themselves that will make them more vital and interesting as individuals to one another.

### Now Fun Begins

Once the forms have been completed the fun begins. Have each man pass his questionnaire to the man on his right. At a conference table this is a cinch. Seated class room style, it's a little more involved but worked in an serpentine fashion across one row and back the next it can be worked out in an orderly fashion.

About this time you're going to start running into a lot of questions from the group on what this is all about, so a short explanation along the following lines is in order:

"Some of you are wondering about this paper passing routine. Actually, there is a good—if somewhat sneaky method to our madness.

"While it probably doesn't apply to this group, we do find salesmen who don't like to talk. Some are a bit backward about talking to a group while others hesitate to talk about themselves. If you happen to fall in either category you can forget your problem because we've taken care of things on both scores.

"According to our little scheme, you now have the questionnaire filled out by the man on your left. It's only natural that when you give us this information shown on the sheet, we'll all be looking at the lad you're talking about—no one will be looking at you. And if you don't like the idea of talking about yourself, you can forget that, too, because you won't be. The man on your right will tell us all about you so sit back and enjoy it with the rest of us.

"Now just to get things rolling, suppose I lead off by introducing this distinguished looking chap seated at my left—"

### Important Factor

While it might seem like a minor point, here's an important factor to bear in mind. If papers are passed to the right—start your introductions counter clockwise around the table. If the fact sheets are passed to the left—then introductions should be made in a clockwise rotation. This insures that the group will hear next from the individual who has just been introduced by the previous speaker. Having just learned some interesting facts about this individual who up until a few moments ago was a complete stranger to them, they're now

interested in hearing what he has to say. And incidentally, it also provides a speaker with a ready made opportunity to pick up any remarks made during the introduction. It's the ideal opportunity for spontaneous repartee and a wonderful opportunity for a man to demonstrate his ability to think on his feet.

Actually, the success of this technique hangs in the balance at this point. For the most part, the group will take its cue from the meeting leader's sample introduction. If he merely reads off the data supplied by the man being introduced — you're likely to be in for a deadly dull session. But if the leader takes those selfsame facts—applies his own creativity and weaves them into an interesting account that has some life and sparkle to it, the entire table will fall into line. And being a competitive breed by nature, you'll find each man trying to outdo those whose efforts have preceded him.

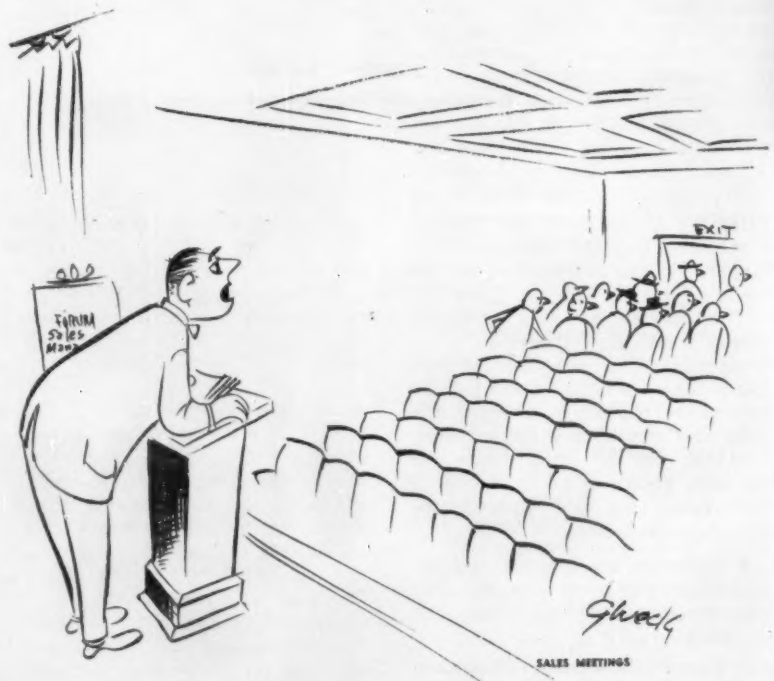
Of course, you'll find some better than others at this sort of thing. It's a good idea, therefore, to have the meeting leader add a few remarks of his own before calling on the following speaker in line. In this way without appearing to do so he can build up the weaker efforts while merely echoing a point made during a topflight effort. In this way both control and momentum can be maintained.

### Benefits Gained

So much for the mechanics of the method. Here then are the benefits to be gained from this technique as we see it:

1. It overcomes the natural reluctance that many people have of talking about themselves.
2. It helps eliminate one of the major fears that many people who are not overly confident of their public speaking ability may face in speaking to a group of strangers.
3. It gives every man a chance to display his own creative abilities while working within a standard framework.
4. It reveals a number of hidden facets about each participant that makes him more interesting to the group as an individual while opening up areas of common interest within the group that might not otherwise come to light.
5. It gets the meeting off to a running start by establishing a relaxed, informal atmosphere designed to bring out full cooperation and participation of all those in attendance.

And that's about all you can ask from any one meeting technique. ♦



"Can those of you in the rear hear me clearly?"



**END PIECE** is thronged by crowds as British Exhibition designer James Gardner watches favorable reaction. Exhibit features unicorn and lions draped with decorative cloth in modernistic background. Cost is estimated near \$30,000.

## Jolly Good Show

**British Exhibition in New York Coliseum is top draw. British industry invests \$10 million with show designed to up \$1 billion annual trade by 10%. Use good taste, expert showmanship.**

**THE BRITISH** know how to exhibit. Even with tight budgets and careful cost-watching, British Exhibition in

New York Coliseum was a handsome and effective display.

Many things about this show, June

10-26, were unique. It was the largest single-nation show in the United States and largest commercial show



**BEST EXHIBIT** in British show, Tube Investments, Ltd. Anthony Biddle accepts trophy awarded to company. Exhibit was created by City Display Organization, England; installed by a local firm, The Displayers, Inc., New York City.

ever staged by the British abroad. It was sponsored by business interests rather than government. (Her Majesty's Government bought exhibit space just as any other exhibitor at about \$5 a sq. ft.)

#### **Prefab Exhibits**

Almost all exhibits were prefabricated in Great Britain and erected in the Coliseum by American exhibit builders who have working agreements with British exhibit building companies. As is the custom with British exhibits, these for the show in New York were for one-time use—to be dismantled and discarded after the show.

Trip through the show (at \$1.50 for adults, 75c for children) was a pleasant experience. There was something for everyone. British show planners thought of just about everything—from traffic flow to balance of consumer and industrial attractions.

Entrance to the exhibition was limited to two doors which led into a darkened lobby. On one wall, 57 ft. wide, was a huge screen. Across the screen marched Her Majesty's Irish Guards band. As it moved across the screen it played a new march by Malcolm Arnold (composer of music for "The Bridge Over the River Kwai"). Band marched across the screen and stereophonic speakers switched on so that sound matched the position of bandmen on the screen. As brass section moved across the center of the screen, you heard the brass section from center speakers. Stacked in seven cabinets, 56 speakers were used.

Marching band tended to move the crowd through this lobby area. Few probably realized the complicated procedures involved to present a lifesize band on the screen. Behind-the-scenes story of problems to get the right effect are worth mention.

The Irish Guards were photographed in marching formation as

they played a few months ago. There was some wrangle, however, to get them to march in threes in order to properly fill the screen. Normally they march in fours, and to get them to break tradition, film directors had to do some fast talking. But that wasn't the end of problems, only the beginning.

The band did not play the march written especially for the exhibition when it was being filmed. It played another march with a slightly slower beat. Thus, when sound was recorded and matched with motion picture, it was out of "sync."

#### **Sound on Four Tracks**

Sound was recorded on a four-track tape. Show Engineers, New York City, U. S. company appointed to handle this "marching project" at the Coliseum, had to scour the country for a four-channel soundtrack head since the type required has not been in common use in this country for many years.

Because of last-minute rush to complete installation of exhibits in just eight days, the marching band "feature" was given last place on the timetable. Show Engineers had to install the projectors, screen and have everything ready in something short of 24 hours. (Original plan indicated that about four days would be needed for setup.)

Here are some of the problems Show Engineers had to solve to get the band marching across the lobby screen: New lenses for 35mm projectors (two were used) had to be devised because only 27 ft. were available between projectors and screen to throw the image across the 57 ft. expanse. (Rear projection was used.)

To complicate matters, on another wall a small screen and speaker had to be synchronized to the music and marching band on the big screen. This, too, was rear projection. As the band marched across the big screen, individual members of the band were shown playing on the small screen. As trombone music came from the speaker, a trombone player from the band was shown blowing away on the small screen. Between clips of bandmen on the small screen, facts about British-American trade were shown.

All projectors were synchronized to the master tape. All projectors were locked in "sync" with special motors. Film had to be speeded up slightly to get the band in time with the music. Projectionists had to be on the alert constantly to get band in time with music and small screen in "sync" with the large one. Film ran 27 minutes and then had to be re-





**BRITISH** motor vehicles make up show's largest industrial exhibit. This was first time so many English-made cars and trucks were ever exhibited in America.

wound during five-minute break with sound and color slide.

As visitors to the exhibition were guided through the entrance lobby by the marching band and around to the left, they came upon huge revolving drums. On them were further facts

about British trade. On the drums were color transparencies. British Government exhibit planners were not sure whether anyone would stop long enough to read the message on the revolving drums. Planners were pleasantly surprised to note that most peo-

ple were willing to watch the spinning drums to see what was on them. Since there was no visual competition with the drums at this point and because visitors had just about entered, it was natural that they should stop and try to see what the drums said.

Next section to be seen was the science demonstration. A live commentator in white laboratory coat sat on a raised platform behind a desk. This was in a darkened alcove. As he explained British advances in science, models of equipment rose from below, and a screen in the rear was filled with color slides.

#### Science Section Dramatic

British "firsts" were dramatically mentioned in this science section sponsored by the government. Jodrell Bank, huge radio telescope that tracks orbiting space vehicles, was shown in miniature against a filmed background of the telescope. The miniature rose from the bottom of the stage with a small spotlight on it. The narrator spoke about it briefly and then went on to another "first," the Hovercraft.

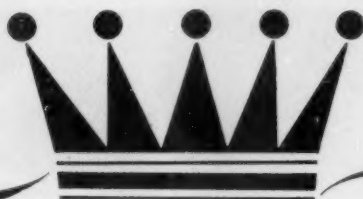
Hovercraft, Britain's flying saucer designed to carry 300 passengers and 30 tons of freight, rose in miniature (propellers whirring) from the stage while the screen offered a background of the English Channel. Hovercraft rises on a cushion of air, floats over the water, the narrator explained.

Narrators each worked for a full

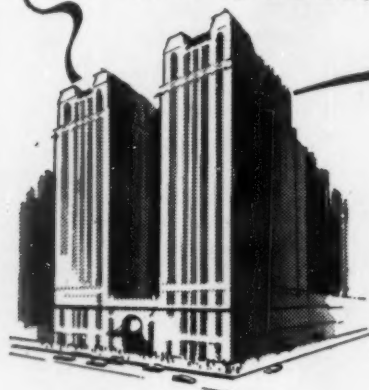


**SCALE MODEL** of Red Lion Inn for British Exhibition is viewed before hand by show's chief designer, James Gardner, together with Inn's sponsors. Gardner reviewed all exhibit plans in England to see that each exhibit kept within general design of show.





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hour and then had a half hour off. Five were used. Because of their heavy accents, they had to be slowed down in their commentary so that Americans could fully understand what they said. While one commentator sat up in view of the audience and read his lines, another sat below him and out of sight to press control buttons. Controls flashed slides on and off, put on spotlights, raised and lowered models.

Entire scientific exhibit was dramatic, informative and in excellent taste. Complete sequence took about 10 or 12 minutes, then the narrator started over immediately. No matter at what point a visitor arrived, he could become interested in the scientific advance then being discussed and could stay until the demonstration returned to the point at which he came upon it.

#### Government Spends \$300,000

For its part in the exhibition, British Government spent about \$300,000. Cecil Cooke, director of exhibitions, Central Office of Information, is the government's exhibit director. From his temporary exhibit office, tucked away in a corner of the Coliseum, he watched American visitor reaction to his displays. He was pleased with the attention given to his exhibit and noted the high quality of visitor.

British Government has done more with exhibits domestically and abroad than we have, Cooke points out. Government became especially interested in exhibits as an informational medium immediately after World War II, he explains. Need was to show British public why occupation forces were necessary in Germany (against the clamor to bring "our boys" back home). So successful was this exhibit to explain the situation in Germany that the government now has an extensive exhibit department—headed by Cooke—and annually stages exhibitions around the globe to promote British products and scientific developments.

#### Non-Profit Management

British Exhibition in New York City was produced by British Overseas Fairs, Ltd., a subsidiary of Federation of British Industries. FBI and Dollar Export Council were show sponsors. The recent show, as are all British Overseas Fairs exhibitions, are run on a non-profit basis with no government subsidy. Most shows pay their own way. If a deficit occurs, this is made up by FBI members—Britain's industrial giants.

British Overseas Fairs was estab-

## what's new in exhibits?

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**E**XHIBIT BUILDERS are frequently called upon to fulfill strange requests—like building a fifteen-foot glass jewel case to house the suddenly discovered "oldest Volkswagen in the U.S." Completed in four days, it was used solely in an advertising photo for a full page in "Life."

**S**TOCKHOLDERS' MEETINGS with product displays are gaining in popularity as a new use for existing trade show properties. Among recent examples are those of Singer and Pfizer, where they made a big hit with the "real owners" of the companies.

**T**HE BRITISH EXHIBITION, occupying every inch of space on the four floors of New York's Coliseum, turned out to be the most spectacular Trade Show ever seen in these parts. With full use of "cubage" and heights up to 20 feet, the English designers were given plenty of scope to demonstrate their flair for form and color and variety. One result is plenty of talk about relaxation of rules in some of our domestic shows.

**I**T COULDN'T BE DONE, but they did it! Beseated by bad working weather and many other obstacles, New York's answer to Disneyland opened on schedule to turn-away crowds. Freedomland has now become one of the big city's major attractions, its "antique" buildings looking as though they had always been there.

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lished by FBI to create "show windows of English industry abroad." Its show here was a "window" of which the British can be proud. Sir Norman Kipping, chairman, British Overseas Fairs, says, "In American eyes we may indeed be a rather strange people, but whatever our characteristics may be, we are certainly not good at proclaiming our industrial prowess. The Americans are past masters at it."

"It is therefore, a stimulating challenge to attempt to beat them at their own game and sound a trumpet

fanfare in the very heart of New York."

Sir Norman's words are modest indeed, stacked up against the exhibition's effect. Few American shows could match its showmanship and management know-how.

Show manager was Denny Lamb. His deputy organizer was Kenneth Webb. Says Webb, "In an exhibit you either exhibit or pitch. Never the twain shall meet." British Exhibition forbid any pitchman approach by any of its 300 exhibitors. Good exhibit

techniques were used to sell quality and performance.

### Big Problem: Labor Costs

American labor costs were biggest problem for the show managers who confess that our electricians get a better hourly rate than they (show managers) do and about 11 times the rate of English electricians.

Part of the exhibition (second floor, London Arcade) used what the British call a "shell scheme." Under this plan, island booths are created with headers, panels, platforms and floor covering. An exhibitor buys space in this stand and may put whatever display material he wants in it. Shell scheme offers a uniform design, produced by a competent designer, to give tone and quality effect to the show. (The British are appalled by our draped background booths along straight aisles.) Their exhibits are all islands.

Webb indicates that show designers (who had to okay exhibitors' plans to make sure they fit show standards) designed with high labor costs in mind. Great use was made of long strips of red and white fabric, least



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expensive decorative material, and decorative lighting fixtures (red plastic tubes).

From the government scientific exhibit, visitors at the show moved into the rotunda surrounded by exhibits of Lloyds of London, Port of London Authority, Royal Mint, post office, British Broadcasting Corp., Shipbuilding Conference and British Travel and Holidays Assn. In the rotunda itself were exhibits of scientific "firsts."

Lloyds reproduced its original coffee house. Royal Mint turned out commemorative medallions (\$1) and also sold a crown piece (\$1). British Post Office sold stamps and displayed historic stamps. Between stamp and coin sales, \$4,000 to \$5,000 in sales were recorded each day.

#### Exhibit Security

Security was thoughtfully planned. However, it is interesting to note that guards and plain-clothes men were stationed at fourth floor food exhibits with no sign of security near the mint and post office exhibits. (Pilfering from the mint is considered less likely than from a stack of biscuits.)

While British exhibitors did not use

two-story booths, common in British shows (high costs militated against them here) many exhibits had a two-story appearance. As at home, British exhibitors favored platforms (raised about three inches off the floor) rather than ground-level floors. Wiring is run under the platform to eliminate overhead cables and to set exhibits apart.

There was some concern that the platform might deter entrance by American visitors unfamiliar with it, but in most instances the platforms were not barriers. However, Imperial

Chemical Industries, Inc. used a checkered floor with alternate tiles lighted from below which seemed to dare you to enter upon it.

#### Traffic Routed

Traffic from the first floor was routed out of the hall to the base of escalators in the Coliseum lobby. Arriving at the top of the escalators, visitors were treated to an eye-catching view of the London Arcade with its shell-scheme shops of fine products.

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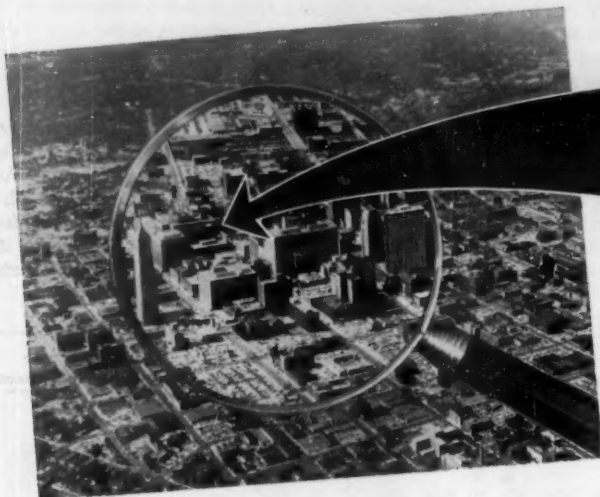
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Here was a collection of home furnishings selected by the British Council of Industrial Design as the outstanding contributions of British craftsmanship and design. On this floor was everything from silver to woollens, effectively displayed.

At the far end of the second floor stood the "end feature," created by the show's chief designer, James Gardner. White lions and unicorns were draped in an interesting and artful arrangement of red, white and blue from the Union Jack. Geometric pattern behind mythological manikins gave the entire wall a modern and majestic quality. It drew traffic which was then directed up carpeted stairs on either side. (Carpeting from Britain was donated to the show.)

#### Expensive Stairs

This end feature and stairways (installed for this show and to be removed) cost \$90,000. Stairways alone represented an outlay of \$60,000.

Heavy industry, precision engineering and electronics were displayed on the third floor along with a motor show. Exhibit of motor cars and trucks was the largest display of British vehicles in America. Cars from the under-\$2,000 range up to the \$28,000 Rolls-Royce were shown. (In another section of the show Rolls-Royce displayed its jet engines.)

Big attraction at the show, as anticipated, was the reproduction of five British pubs where English spirits were dispensed at regular bar prices. Beer was available cool (not chilled) as well as warm for Americans who wanted to drink it as it is drunk in England.

Scotch Whisky Assn. didn't display its products but it did exhibit a huge pot-still. This copper still, according to one report, had to be permanently made inoperative in order to be brought into the country (to come within our tax laws with regard to stills).

#### No Duty on Exhibits

On the subject of taxes, all exhibit material and products brought into this country for the exhibition were shipped in under a blanket customs bond. Coliseum is a bonded warehouse for such an exhibition and no duties need be paid until something is sold. Exhibitors have an opportunity to keep materials in this country for a full year (under temporary bond) and then have the option to sell them and pay duty, return or destroy them.

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officers were based at the Coliseum. British exhibitors were pleased with the service and consideration given them by these customs men.

British grocery items and publications were for sale on the fourth floor. Aside from the mint and post office on the first floor, nothing was for sale other than on the fourth floor. (Of course, everything was for sale, but for delivery after the show.)

During early part of the show, consumer product exhibitors were extremely happy with sales and inquiries from American buyers. Industrial exhibitors had some reservations. On the whole, most everyone was pleased with the show's reception by the American public.

### Strictly Business

This exhibition was a strictly business venture for the British. While the British are our biggest European customer for our products, they are our biggest European supplier. They want more trade and are using the show as the medium to stimulate it.

They expect to increase sales to U. S. by 10% next year, and have rea-

son to believe the show will help them do it. The British have had remarkable success in other countries to cite. With an exhibit and follow up promotion in Finland, for instance, British sales were increased 18%. So you can see why this exhibit is important — why, for instance, Prince Philip, Duke of Edinburgh, made a hurried trip to New York City to officially open the exhibition.

### Long Hours

The 16-day exhibition had long hours—10 a.m. until 10 p.m. From 10 a.m. until 1 p.m. the show was set aside for trade visitors only. Total costs for the show were in the neighborhood of \$10 million. Advertising and promotion costs were about \$300,000. (Admission fees should have more than covered this expense since 400,000 people were expected to attend.) Trade buyers paid only \$1 to get in during trade hours.

You can appreciate the big objective for this show when you consider that it was created to increase \$1 billion in trade by 10%. No official at the show indicated anything but certainty



"Plans for next show? Why Harry's in there now discussing the next show budget."



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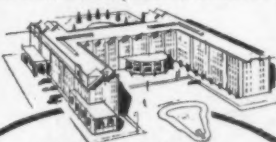
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# THE TRUTH ABOUT ITINERANT EXECUTIVES

!

Wives doubt it—but a good deal of business (other than the monkey-type!) is accomplished during those two or three day sabbaticals called “conventions”. Leastwise at the Sheraton-Cadillac. It’s surprising, after a hearty breakfast at the Town Room, you’re in fit appetite to enjoy most *all* the speakers (they even sound better from the Sheraton rostrum!). Specially in one of the hotel’s comfortable, pleasantly decorated meeting halls. Admittedly, there is usually time for a snifter at the Cafe Caprice (the most stringent female couldn’t begrudge that!). Better not mention the elegant meals at the Motor Bar, though. Might just as well compare them with mother’s home cooking (wives take offense!). You can—and should—take in a play, or walk through Grand Circus Park (everything’s close-by!). And count on sleeping late at least once . . . the beds are that comfortable (and the rooms are air-conditioned!). When you get home, admit you had a good time. Just don’t be overly enthusiastic (your wife might not let you come back!). Respectfully, the Sheraton-Cadillac, Detroit’s largest hotel!



that the goal would be reached.

According to assistant show manager Webb, this show had more stringent rules than American shows. If any booth were found unmanned, “we’d shut it up,” he says.

## Two Years to Plan

Most remarkable thing about the show was that it could be set up in just eight days. It took about two years to plan. Denny Lamb, show manager, buzzed back and forth between New York and London so often during planning stages that he felt he was a commuter (with 20 Atlantic crossings in 1959).

“When I was on the jet heading for the States to do some of the spade work for the British Exhibition,” says Lamb, “I remarked to a colleague: ‘Well, thank heaven, we’ve finally got one without any language barrier. These were famous last words, if ever any were spoken.’”

As evidence that exhibitors mean business, some stands at the show cost between \$50,000 and \$60,000. Value of products on display was estimated at about \$200 million.

If foreign businessmen have a reputation for being secretive, there was no evidence of it at this show. Everyone, from government officials down to the last man at the booth, stood ready to tell you everything. Nobody hesitated a moment to give dollar (or pound) figures on costs of everything.

“Look at it this way,” says one official. “This is a business proposition pure and simple. You want to sell us more goods and we have to sell more to afford it. We’d prefer doing business with you. If we couldn’t, we’d have to turn to the East. We shall all survive on the bases of business. We have to sell more of our products to keep things going at home and that’s why we’re here.”

It took nearly 100 years to achieve, but the British finally are selling as much goods to Americans as we buy from them. You’ll be able to judge this show’s success by what happens to import-export figures next year. Say the British, we are each other’s best potential market. (Per capita British spending on American products is about \$20, as compared to only \$6 spent on English imports by each American.)

## Just One Contest

In all the exhibition there was just one contest. A bicycle manufacturer had a bicycle suspended in air with its rear wheel and pedals “magically” rotating (without visible source of

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- Parking for 2,500 cars.

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**DON JEWELL, MANAGER**  
Memorial Coliseum • Portland 17, Ore.

## U.S. Firms Involved

Although exhibits for New York British Exhibition were designed and prefabricated in England, American firms took over installation for English counterparts. American firms appointed in association with British design houses or under separate contract were:

Bryan-Elliott Co., Long Island City (for Lelaney Ltd.); Design-Built Studios, Long Island City (for Clement Bros. (Displays) Ltd.); The Displayers Inc., New York City (for City Display Organization.); Industrial Displays Inc., New York City; Ivel Construction Corp., Brooklyn (for Beck & Pollitzer Overseas Ltd. & Peran Overseas Ltd.); Manhattan Exposition Construction Corp., New York City (for Cook's Display Products Ltd.); Messmore & Damon, New York City (for Frank W. Clifford Ltd.); Show Services Exhibits Inc., New York City; Structural Display Company Inc., New York City (for G. & W. Waller Ltd.); United Exposition Decorating Co., Inc., New York City.

power). Visitors were asked to guess the number of miles the bicycle would have traveled at its wheel speed from the time the show opened. A bicycle was to be awarded each day to the closest guess.

## Good Techniques

Many good exhibit techniques were used at this show. Such a simple thing as including a scale model of the Statue of Liberty in the scale model of an English port gave Americans some idea of the installation's size by comparison with a landmark with which we are familiar.

To dramatize export by ships, packing cases were stacked on top of each other. On each was mounted a color transparency to show loading operations. Thus, an ordinary stack of crates was made dramatic and effective in telling a shipping story.

There seemed to be something for everybody at the show. From the section on Princess Margaret's wedding and another on Sir Winston Churchill to oscilloscopes and heart-lung machines.

Only thing that puzzled British officials was that they weren't getting the man-on-the-street at the show. "It's the better class that has been coming," one said. "Of course, we are very happy, but we would like the man-on-the-street, too." ♦

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persons for a meet-  
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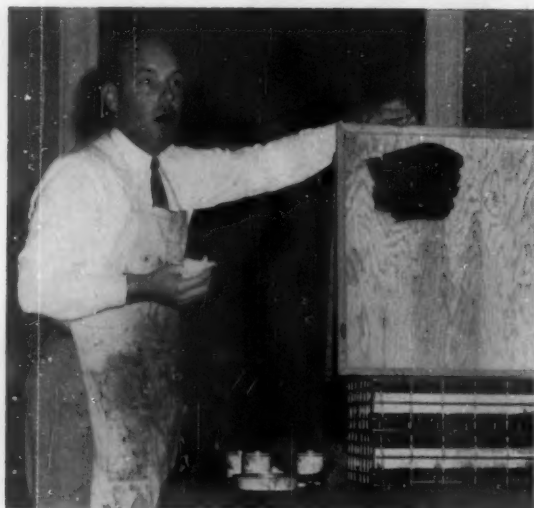


PROPS are demonstrated by DFPA field man, Dan Taylor, to be used by Dar Boblet (right) in his talk on component promotion.

## Secret of Big Impact at Low Cost:

# Participation

By STANLEY A. TAYLOR  
Field Promotion Director, Douglas Fir Plywood Assn.



ONLY partly serious in his presentation, Earl Pennington demonstrates "Finishing Techniques" to DFPA members in skull session.

Douglas Fir Plywood Assn. spends just \$704.51 for program but builds enough into it to help salesmen move billions of sq. ft. of DFPA lumber.



BUCKET full of "blood" is presented author Stan Taylor by DFPA members to prevent its being extracted painfully during year.

OUR PROBLEM isn't unique — how to bring a nationwide force together annually for training, stimulation and cohesiveness — at a cost that can be afforded. As a non-profit association, rather than in direct sales, our "affording level" is possibly lower than a direct sales organization.

Secret of success with economy is in participation by as many of our own people as possible. They are selected for the value of their contributions and there is a minimum of haranguing by the boss.

With participation from over one-third of the 60-man force on the Jan. 5-9 program, and with everyone given that opportunity at least once in previous years, the men felt it was truly a meeting of their own making. Pro-

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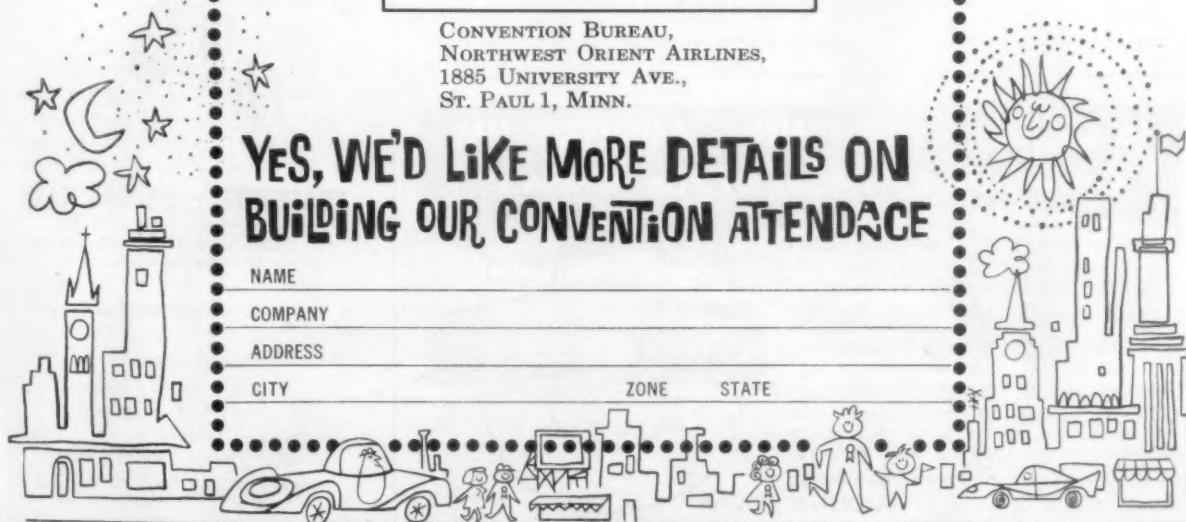
COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

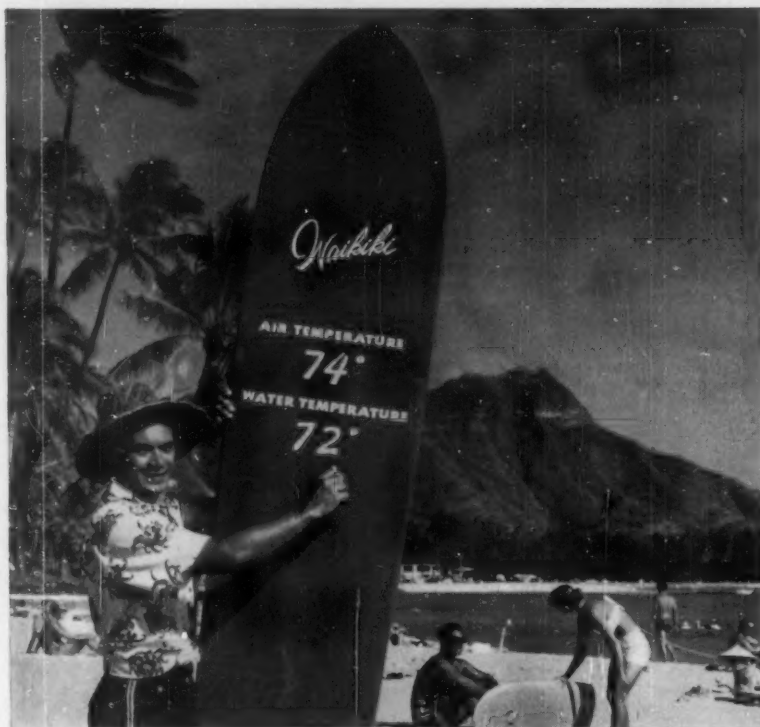
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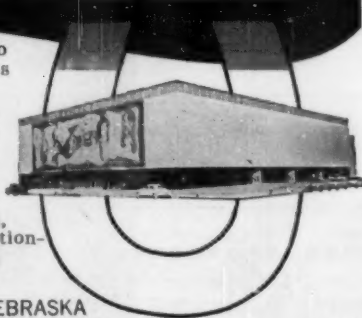
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Lincoln Chamber of Commerce LINCOLN, NEBRASKA



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J. EDWARD LIPPINCOTT • RUELL W. ELTON



SALESMAN drew cartoons for meeting program.

duction cost, exclusive only of meals and housing, came to a total cost of \$704.51 for a phenomenal success. With our program a multi-faceted and hard-hitting program was set for the year; the men were trained to higher performance in a palatable way; new men were assimilated to feel truly a part of the force and the meeting broke up with morale never higher.

We've had stimulating and successful meetings in the past, but a forward-looking organization necessarily strives to out do itself each time. Our field men look forward to their annual get-together more each year, expecting to be pleasantly surprised. This puts a real burden on management to come up with fresh approaches. However, thought is an inexpensive commodity, so meeting the challenge by greater expenditures isn't necessary.

#### Travel and Housing Costs

At the risk of misleading anyone on costs, I must acknowledge that 60 healthy men eat heartily and sleep well, all for a price. This article would be more impressive for its omission, but for budget purposes, it should be stated that air travel amounted to \$8,588, housing and meals to \$6,407, for a total additional expense of \$15,081.

Douglas Fir Plywood Assn. represents 133 member manufacturers of Douglas fir and Western softwood plywood. This industry is one of phenomenal growth in relation to other building materials. DFPA is largely credited by the industry for annually pyramiding sales records (7.7 billion square feet of plywood in 1959). That figure represents a staggering pile of 4' x 8' plywood panels 1,420 miles high.

Of the promotional departments of DFPA whose responsibility it is to

promote use of a higher tower of plywood each year, Field Promotion Department is in the front lines. Numbers of field men have grown with the growth of production. They numbered 60 men at the start of 1960, with a growth to 73 men before the month of January was over. In June of 1960, the force numbered 81 men. The 1960 expansion and replacement program involved hiring 23 men, painstakingly selected from 1,200 applicants, which is another story in itself. The force is made up principally of mature (average age 33) college graduates in civil and agricultural engineering, architecture and forest products with professional experience principally tied to construction, our major market. Previous sales experience is not required, nor is it particularly sought in applicants.

Probably pertinent, yet obvious, to add at this point is that for long-range success, an organization of this kind must operate on an absolutely ethical basis, without fear nor favor, if today's gains are to be tomorrow's automatically repeating successes.

From our Tacoma, Wash., headquarters, chain of authority divides between 11 regional managers. One of them handles agricultural promotion nationally. Remaining 10 manage the 10 regions into which we have divided the United States, using Rand-McNally major trading areas.

Each regional manager has considerable authority. He has the primary responsibility to direct the promotion by the men under his charge, to adapt national programs to suit his region and above all, to aid development of his men. We've never yet been able to hire a field man who could do the job the way we want it done without considerable development; consequently, our initial responsibility is to develop the new man to be effective quickly.

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M. F. Landon, Sales Manager

TELETYPE KC 530

Each field man is in effect sales manager for his territory, to exploit the softwood plywood potential in that territory by creative salesmanship. As trade association representatives, the men have no comments on prices of material but must promote it to volume specifiers — architects, builders, industrial users and fabricators — on the merits of the material.

This force has a reputation for being a dedicated and effective group. To maintain that reputation, when contact of the entire group with headquarters is limited to once a year, our

annual field meeting faces a real challenge.

#### Plan Immediately

Plans for our next annual meeting actually start at the conclusion of the current one. While it's fresh in his mind, suggestions are solicited from each man to make the next one better. By mid-year, suggestions of suitable locations have been screened and negotiations started to book the site. Geographically, possibilities require good air transportation connections,

and a reasonably central location to arrive at close to the lowest cost, computing air fare to each possible site. With the majority of our men located in the eastern half of the United States, an area bounded by Chicago, Detroit, Dallas and Atlanta is most economical. We're a self-help organization; as soon as dates and location are firm, each man makes his own air reservations for the trip.

► Twenty-two retail lumber dealer conventions, which require manning during the first quarter, force a date between Jan. 2-10 in order to have all men together at once. Southern boys will brave northern blasts but not unprotestingly; cold weather boys want to go as far south as purse strings will permit, which isn't far enough to be balmy at that time of year.

Another need is for a different city each year with interesting features business-wise and personal interest-wise to be attractive to the group as a whole. A tour combining plywood developments and personal points of interest usually takes one day of a five-day meeting. Washington, D.C., in 1959 provided lasting memories of the Senate in session.

training sessions  
sales meetings  
group conferences



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Thayer "regulars" include Esso Standard, General Foods, General Electric, U. S. Rubber, Allstate Insurance, New York Telephone, New York State Bankers Assn., A. T. & T., Gulf Oil, Lederle Laboratories, I.B.M., and Nationwide Insurance among many other prominent organizations.



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Facilities to suit our peculiar attitude must be present. Since this is a work session, night life temptations aren't desired too close at hand, nor do we like to be lost in a large, expensive hotel where the size of our group pales into insignificance. Need for an adequate meeting soon narrows the choice.

This year, our choice was Dearborn Inn, Dearborn, Mich. The setting suited all criteria, and interesting and educational tours were readily at hand.

#### September Assignments

Speakers on programs must have ample time to prepare something of value. Assignments are made in September to those who will speak, based on a triple motive.

It's a required initiation for all men with approximately a year's service to make a 30-minute presentation before more experienced men. The audience is friendly but the speakers know they're being closely examined under the pressure of speaking. This reveals talent and imagination, or absence of it. It's a harsh introduction for new men—but the best way to be-

come known in a short time.

Assignments are invariably apart from a man's past background or experience. This has proven to make truly original presentations, rather than a re-hash of past experiences, tenuously related to plywood. We have a strong need for knowledge of potential plywood markets on which we're inadequately informed. Rather than have a number of men duplicate exploration, with attendant waste, topics are all in areas in which we need more information. So each explores the potential market, learns its

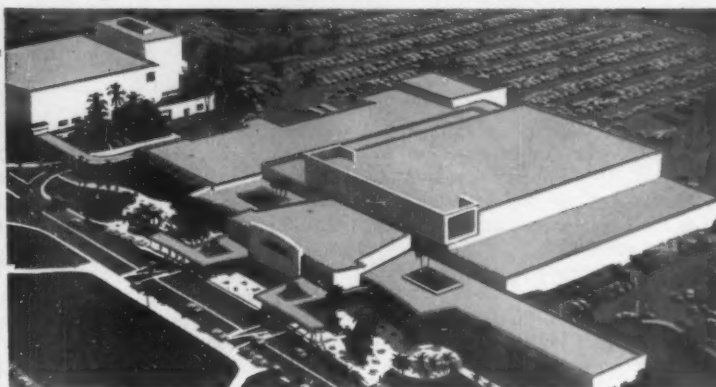
practical facts of life, perfects a promotional approach and proves it by results before getting up to present what becomes a sound program element for the coming year if successfully done. Suggestions come from the field principally, adjusted by the director to avoid overlap and to insure coverage of the best possibilities.

Third motive is to teach promotion and professional public speaking by the men's self demonstration, in preference to endless haranguing by the boss. Speaking techniques that are dead, wandering and unenthusiastic

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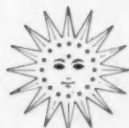
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or conversely, over-dramatic and offensive, are painfully obvious. Similarly, good and poor use of visual aids and entirely self-designed props is self-evident. Every good technique has been picked up and used by the men in their own trade meetings, and we suspect some have quietly dropped some bad habits they've witnessed in others.

Speakers all have had some previous experience before trade audiences after witnessing more experienced men in action and also have

had benefit of their regional manager's constructive criticism of their earlier presentations. They're on their own, however, before our force, other than regional manager counsel on the subject direction and presentation mechanics. We're interested in seeing the man himself in action, not a parroting of the regional manager.

Demonstration of how good promotion is done is perhaps the greatest gain. Proven techniques to get results we're paid to achieve is invaluable to each man who strives to

improve himself in the friendly but none-the-less keen competition among individuals and regions. No heckling is allowed or ever occurs to the audience. Questions are freely asked at the conclusion, and the gist of the material is put in writing with necessary illustrations after the event for all men to use. This avoids the written paper, read or memorized to the detriment of the presentation.

Any program of all-meet subjects, running from 9 a.m. and on into the night, would fast put even our en-

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thusiastic bunch into a doze. Necessary variety was provided every hour or so by a mixture of humor, ranging from the delivery of leg-pulling synthetic telegrams to pseudo-serious presentations of mock plywood subjects and other events later described.

### Lighter Program

Monotony-breakers were put on by experienced men on a voluntary basis and billed on the program as seemingly serious. Men of one region staged a skit with the regional manager made up as a dead ringer for Charlie Weaver of TV fame. In the course of his Weaverisms, this group managed to pull the leg of everyone in the audience.

In the past, we've found that a theme is valuable. Even though it runs as a very thin thread at times, it serves to tie program elements together. While our force is made up of wholly mature men, the thought that men are merely grown-up boys proves true enough in our case. We keep the theme secret and build up interest through teasers. Theme chosen was Perceptive Plywood Promotioneering — PPP — arrived at by this devious reasoning:

**PERCEPTIVE**—defined as "insight or intuitive judgment that implies unusual discernment of fact or truth."

**PLYWOOD**—that we have to know better tomorrow than we did yesterday, in these competitive times.

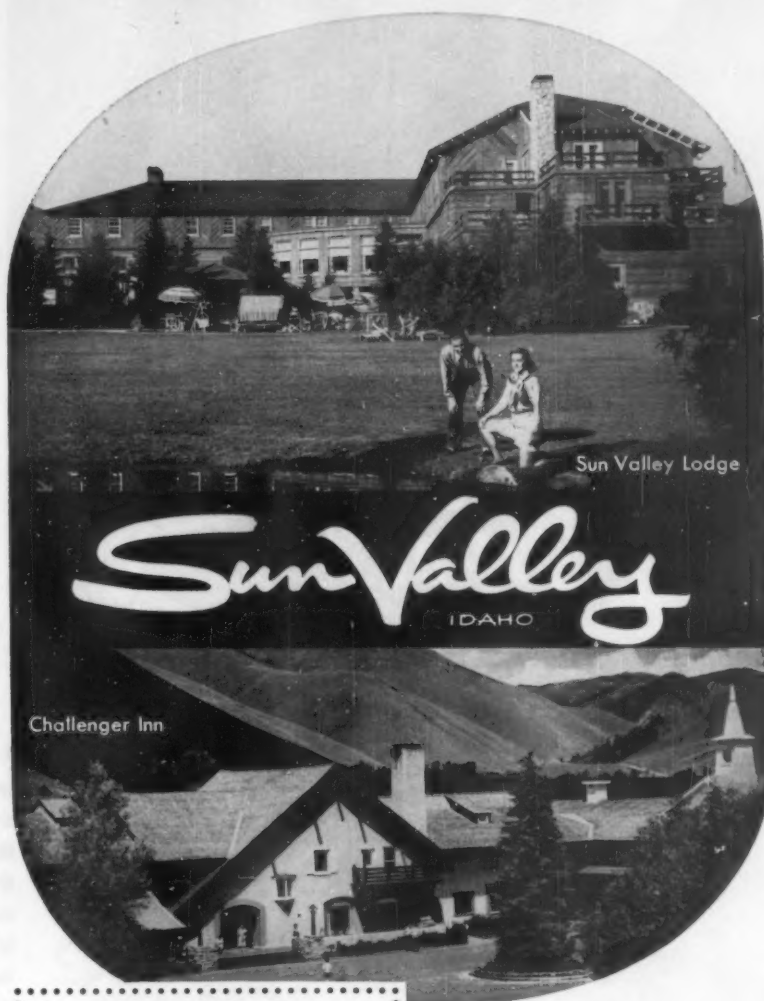
**PROMOTIONEERING**—a coined three-part word: **PRO** for the professional attributes needed for the job; **MOTION**, which is two-thirds of the word promotion; and **EERING**, a scientifically flavored ending descriptive of the higher technical competence required for the direction plywood promotion had to take in developing more complex structural markets.

PPP's started to drop into the ending of memoranda to the field several months before the event. Response was indicative of the truth that men enjoy being teased. Our men made attempts to guess the meaning of the three letters (interpretations sometimes bordering on the vulgar).

### Tickler Mailings

On establishment of interest, series of tickler mailings to each man were devised. First was a cartoon by one of our field men, a very talented cartoonist, who tried to explain the connection of PPP with our annual field meeting but only added to the mystery (since he didn't know the secret either). Another mailing involved a multilithed photograph of a very at-

## perfectly suited for your convention



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OPERA HOUSE	500
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INN	
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### for reservations

... or additional information on rates, seasons and activities, let us send you our color convention booklet. Address Mr. Winston McCrea, Mgr., Sun Valley, Idaho or Union Pacific Railroad, Room 2711, Omaha 2, Nebraska.



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tractive girl wearing a tight sweater with the word "Plyboy" across the back. Girls in our field headquarters were enlisted in a contest to find the girl with the sexiest handwriting who teasingly autographed the photograph with some comments in relation to the Dearborn meeting. Another tickler was simply to mail an unlabeled can of garden peas to each man, adorned only by the mailing wrapper.

#### Badge with Ears

We needed badges for ready identification. A large letter "P" — of plywood, naturally — served as the name lettering medium. (Leg of the "P" went into the suit breast pocket.) In sawing them, small ears were included at the top fore part of the latter, symbolizing Plywood Promotionears, for ourselves and only wonderment to other guests of the inn.

We also pressed the Dearborn Inn and the Canadian night club, which was to be the scene of our final blow-out, for tickler mailings. Result was primarily their descriptive literature. (It is surprisingly difficult, with any of the entertainment spots or hosteleries with whom we've worked, to get them to apply any imagination in devising tickler mailings. They seem to be universally pretty "square.")

Once program details were completed, the program was multilithed, using some 25 cartoons provided by our own field man cartoonist. To maintain suspense until the last minute, the program wasn't distributed until the meeting got under way.

In casting about for a way to launch a program with a bang, it came to my attention that I had "achieved" a secret nickname among the force, converting my legal name from Stanley A. Taylor to Stanley A-Bomb. This was a gift from heaven, not only to twit the author of the nickname but to provide an excuse to make the introduction of the theme a real bomb-blast.

#### Plenty of P's

P's are flexible words — the dictionary has plenty of them — and a person not too particular can employ other words starting with "P" if he spells them "ph." Thus every program item could be worked, not too tortuously, into three letter words all starting with "P"; viz: Phledgling Promotional Presentations, Plyboy's Private Party, Phuture Panel Products (for brainstorm session), Potent Photographer's Premier (for slide contest), not to mention Passionate Plywood Proclamations (for 1960 program).

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With such perhaps corny devices, by means of a tape-recorded build-up, I was introduced through a cloud of pyrotechnic smoke which cleared before the management was aware of it — introduced, naturally as Stanley A-Bomb! The teasing went on into many PPP combinations that the theme was not, then seriousness reigned while the true message was put over.

### Reached Goals

During this four full days of fast-paced program, all of the things for which we'd gathered were accomplished.

Exhortations by the boss on promotional techniques were better replaced by some excellent sales training films rented for the occasion. Similarly, exhortations for men to take more 35mm slides to use in their sales meetings were better supplanted by a slide contest, with an appropriately engraved trophy, for the man who turns in the best slides.

To point up the true purpose of our promotion — to get a tremendous quantity of plywood used — a Million Footer Club had been formed in the past and this was the occasion of initiation of new members. To be eligible, a man had to promote, solely by his own efforts, a million square feet or more of DFPA grade-trade-marked plywood to a single firm. Fourteen carload-at-a-crack users aren't easy to find, and two seven-car users won't qualify, but in two years there have been 28 qualifiers.

Executive Vice-President of DFPA, W. E. Difford, wanted the combined thinking of 60 imaginative men on possible new products for the plywood industry, and to deliver his desire, a brainstorm session was launched, out of which came some fantasy but also some extremely marketable ideas.

Our program usually does not employ speakers outside of the department, but on this occasion we had the pleasure of Difford's presence simply to say "thank you" to this productive force for its past efforts. To show cigar-smoking "Diff" that this gang was with him all the way, at a signal, 60 cigars were whipped out and lit in unison. This touched deeply the man whose dedicated efforts were most responsible for the 7,700,000,000 sq. ft. sales record for 1959. In honor of his accomplishment, he was duly initiated into the Million Footer Club.

To add interest to the gathering and to escape the confines of the meeting room, two afternoons of tours were arranged to combine both

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*for your leisure . . . .*

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Reservations  
Write: Room S

Robert P. Cournoyer  
Managing Director



plywood and personal interest. Former was served by a tour of Vagabond Coach Company, a mobile home manufacturer and user of DFPA plywood; Ford Motor Company assembly line and other production facilities; and several imaginative uses of plywood components in buildings observable from chartered buses. Quick visits to Greenfield Village, Detroit Civic Center, and Henry Ford Museum served for the men's store of personal memories.

Wind-up to the jam-packed four days was provided by a dinner and floor show at a Windsor, Ont., night club, Elmwood Casino. Dinner in a private dining room at this club, preceded by a cocktail hour, provided the genial atmosphere conducive to proper presentation of trophies. In addition to the slide contest trophy, the group voted on the best Phledgling Promotioneering Presentation, the prize of a "phur-lined" unmentionable was his to explain to his bride.

#### Mob Took Over

While we thought the program allowed only adequate time for the planned program that evening, the mob took over for 20 minutes. Since gifts of intrinsic value are discouraged, the gifts I received were principally buffoonery. They took the forms of a girdle to keep me "in shape for the tough year ahead," a trophy for the department's "61st greatest fisherman" and a water bucket full of "blood" donated all at once to avoid it being extracted painfully during the year.

There was the suggestion that a smile was sometimes missing in my written spiels so a framed cartoon of a real smiler, complete with mustache and Million Footer necktie, was donated to hang in front of me while dictating. Some good points, some even complimentary, were made for my benefit, all in good fun yet constructive in building the mutual-respect relationship that must exist in any good organization.

During the entire program, our own professional-caliber photographer, who doubles as a first-rate field promotion representative during the year, took photographs of all worthwhile activities, and also shot the group photograph that each man received. Perhaps we aren't unique in having the varied talents that exist among the men, but we have concentrated on using those talents for the benefit of the group, which, as I said at the outset, is the secret of success in a meeting of this kind.

Seemingly almost overlooked in this discussion is the matter of setting

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HOME OF THE FAMOUS  
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a dynamic program for the coming year. While forensics have their place, experience has shown that there is always a steady 10% of a group that don't get the word orally. Consequently, it has become sensible practice to pass out detailed phases of programs in writing so that during the year there is some semblance of uniformity.

#### Spare-Time Conference

"Spare time" in a program of this kind is used for individual conferences with any field man who wants

one, conferences with each regional manager on his particular problems, a regional managers group meeting and conferences by regional groups. Combination of program items mentioned present a tail-deadening picture, indeed. However, another secret, not previously given, is to have the dedicated kind of men who are absolutely punctual for every program item. They don't wander when something is going on. They contribute their utmost and extract the maximum from their contact with each other.

That's how to hold a successful meeting for \$704.51! ♦

#### Really Live Demonstration

**GIANT EGG** incubator, made of molded plastic, is part of exhibit sponsored by Union Pacific Railroad at California Museum of Science and Industry, Los Angeles. Egg stands 9-ft. high, weighs 1,800 pounds. Double pane glass permits visitors to watch chicks hatch in properly maintained temperature and humidity of incubator contained within the egg shell. Plastic was chosen for shell because material could be shaped into three-dimensional forms at a cost lower than standard cabinet work. Donovan Worland, head of Latham - Tyler - Jensen's exhibit department, Chicago, inspects the egg.



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1960

**BRUNSWICK EXECS**  
await their turn to  
putt ball as all-time  
golf champion Byron  
Nelson holds the pin.



## Meet Where Product's in Use

Next year it may be in a hospital or boat yard, but this year shareowners met on a golf course. Why? Brunswick believes in showing shareowners products in use by customers. Last year owners met in a school; year before at a bowling alley.

By ROBERT A. KELLY

SLOWLY, carefully, Mike Souchak addressed the ball—the cup a scant five feet away. Surrounded by whirling movie cameras, popping flashbulbs and plaid-tammed executives, he quickly made his shot, as did those who followed him to the green: Jackie Burke, Byron Nelson, Barbara Romack and Louise “Sister” Suggs—

all champions—and, significantly, all Brunswick Corp. stockholders.

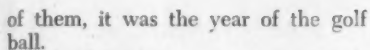
For the third time in as many years, Brunswick had done the obvious. A touch of old-fashioned showmanship has again bounced its perennial conclave into a setting where the product is king.

In 1958, shareholders gathered in a lavish bowling emporium where they heard of the fabulous success of the company's then brand-new automatic pinsetter.

Following year, they went to school—literally. Brunswick invited its owners to a suburban Illinois high school (along with 70 seniors majoring in economics) where company executives focused attention on Brunswick's growing role as a major contributor to advancement and modernization of the nation's classrooms.

Early this year, shareholders caravanned to Chicago's swank South Shore Country Club where the latest annual meeting took place. For 1,200

**SHINEY APPLE** is present questioning student of suburban Illinois high school where Brunswick held annual meeting.



Following this report, Bensinger invited his guests to an adjacent green where the company's stable of golf pros were on hand to conduct a golf clinic for interested shareholders.

Promotional possibilities are obviously manifold. People, sports and

Last year, President Bensinger dropped into an economics class at the suburban high school where the 1959 meeting was held. He was peppered with knowledgeable and pertinent questions by enthusiastic young students. "Who is the largest stockholder in Brunswick?" asked one of them. "I am," answered Bensinger without flinching. Photographers caught him at a happy moment, everyone in the room was either sitting or leaning on a Brunswick product.

balls, furniture and ball-returns, all made by Brunswick, there was little doubt that his forecasts for the bowling line had gained better understanding.

Product lines were crossed for promotional reasons at the latest conclave when golf pro Barbara Romack attempted to putt a Brunswick bowling ball. Bensinger, of course, smilingly observed this herculean effort. Certainly, it was no coincidence that the green-pin happened to carry 1960's record business done by the company: a nice bold figures suitable for framing.

While someone flashed the company's income figures on the automatic Tel-E-Score, a few meetings back (no one was about to miss the

**PRO BOWLER** LaVerne Carter answers some questions of interested shareholders before she bowls in special exhibition. She is a member of Brunswick advisory staff.



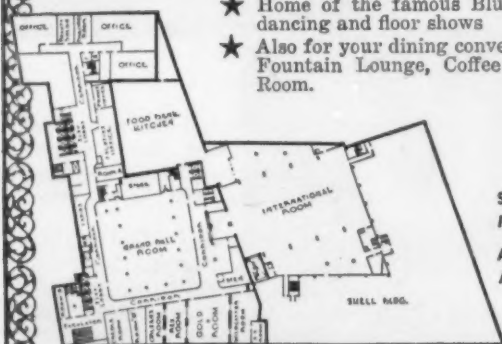
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company's success story), Bensinger explained the workings of the new pinsetter to a group of stockholders. When he couldn't get his point across, he leapt nimbly to the top of the large machine, continuing his description from there. Photogs had to move quickly to record this feat.

When an aggressive young student bombarded him with a string of pregnant questions during last year's meeting, Bensinger presented her with a shiny red apple — after he had answered the questions.

Colorful tams worn by Brunswick executives on the green last April, bore a very special tartan — Mac Gregor tartan, of course. Corporation's Mac Gregor Sports Products Division wouldn't have had it any other way.

When stockholders left the meeting hall this year, each was presented with a copy of Brunswick's annual report and a box of three "Tourney" golf balls. Corporation hasn't forgotten the importance of its own shareholders as a captive sort of mar-

ket. The gift box is another recognition that there is no such thing as a captive consumer, shareholder or not. He must be convinced the product is best, and the "Tourney" golf ball is one of Brunswick's best arguments.

Corporation's program of holding annual meetings in product settings is not revolutionary. It is, however, highly successful. While more and more companies are doing it, the technique has generally not as yet received the kind of application it so richly deserves. Brunswick's continuing success should spur its growth.

For Brunswick itself, shareholders could well find themselves in a boatyard or a hospital, when annual meeting time rolls around again next year. With recent acquisitions moving the company into the pleasure craft and hospital equipment fields, either is a prime meetings possibility.

Success of the technique is proven. For many interested observers, the trial is over and the search for their own kind of golf course just beginning! ♦



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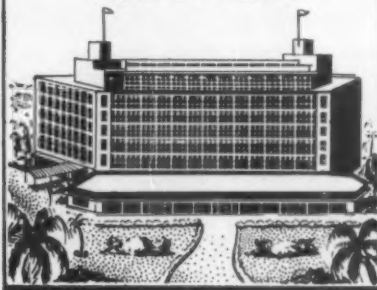
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**ALLIED INTERVIEWER** conducts company's own survey to determine how well exhibit stacks up and whether it answers visitor's questions. Questions were designed to probe for visitors' interest and their impression of the Allied exhibit.

## How We Measure a Show

**Allied Chemical creates its own research to learn visitor interest at a show: what they come to see, what they plan to do after the show, what they think of companies at the show, and how much they remember of exhibits to which they are exposed.**

By STEVEN S. KORSEN

Manager, Corporate Exhibits, Allied Chemical Corp.

EXHIBITS and trade shows, long an important facet of international marketing, have enjoyed remarkable growth in the U.S., especially during the past decade. This rapid expansion has created several significant problems.

There are more than 3,000 exhibitions and trade shows annually, not to mention numerous other activities that use displays.

What technique can be used to determine which shows offer the most for the exhibitor's dollar? How can an exhibitor measure the effectiveness of a particular show and, moreover, how can the impact of an exhibit be determined?

Scientific techniques and princi-

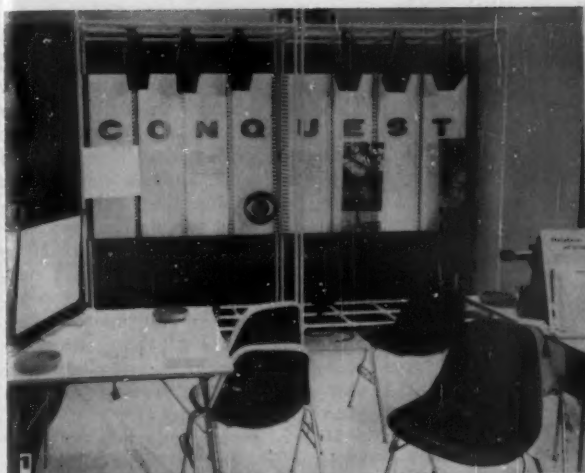
pals seldom have been applied in the exhibit field to prove the value of an exhibit or trade show. However, exhibitors must be more positive in developing sound statistical approaches or else be restricted in evaluating the relationship between cost and return.

To date, prevailing pattern generally has been to accept information released by show management. However, usefulness of this data, especially the large attendance figures, are subject to closer analysis. Task that faces exhibitors, while not overwhelming, is extremely complex. Steps have been taken by exhibitors, through associations, to try and determine a method of evaluation which will yield facts, figures and knowledge—guides

to integrate exhibiting and trade show activities into over-all market planning.

In an effort to develop a standardized technique for evaluation, simple to administer and relatively inexpensive, I decided to use a survey approach. This technique offers more than just a collection of data. Through proper questionnaire construction, more than just a compilation of figures can be ascertained. Personal feelings can be uncovered—attitudes of visitors exposed of which they may not be consciously aware while they view an exhibit or attend a show, but have a tremendous influence over their actions.

Studies were basic building blocks



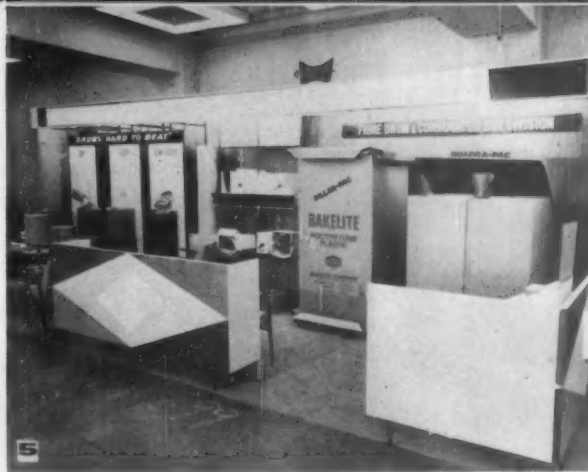
for theorizing an approach to exhibiting which will permit predictability of audience behavior and response.

Before constructing the studies to evaluate Allied Chemical's participation in the 27th Exposition of Chemical Industries held at the New York Coliseum last December, I pretested similar studies at another show, some months earlier, to determine audience reaction to specific questions. Initial studies resulted in the elimination of several misleading questions and rephrasing of ambiguous ones.

Actual studies were based on a random sampling of 250 visitors who attended the Chemical Exposition. Studies one and two were personal interviews. Study three was a mail questionnaire.

Initial study was an attempt to obtain information on personal attitudes and knowledge of the chemical industry and several leading companies therein. Visitors were interviewed as they entered the show but before having been exposed to the exhibits. This was done in order to try and obtain

**FOLLOW-UP** mail survey asks sample of known visitors to identify sponsor of exhibits shown in the five photographs. Test reveals how much people remember about exhibits after show. Allied's exhibit is number four photo.



an unbiased response. Objectively, this study was to try and determine their initial attitudes towards exhibitors and their product lines. Knowledge of all phases of company activity was sought, such as visitor opinions of reputation, products, technical service and research of various chemical firms.

Second study, conducted during the exposition, was an attempt to determine why visitors attended, their interests, impressions and actions. Do visitors know what they want before coming to a show? Do they adhere to their predetermined decisions or are they influenced by other factors? If so, what factors?





## Problem: FIT AN AIRPORT IN A 20' EXHIBIT

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## Came for Ideas

Two-thirds of the people attended the chemical show to obtain new ideas and information. Forty-four per cent came to see a particular company exhibit or product line. There was an apparent correlation between exhibits found most interesting and those indicated as most useful. This was indicated by nearly half the visitors. More than half admitted they would definitely take action regarding the products they were initially interested in. Nearly one-third of those attending stated they would purchase products seen at exhibits which interested them most.

Half of respondents who attended without a specific purpose claimed they would take action regarding products or processes seen. Over 98% of all respondents registered the opinion that the show ranged from average to excellent with the emphasis on the latter.

Post exposition survey was conducted by mail to see if a correlation could be established in consistency of attitude. There was a 16% return by the cut-off date set for evaluation. However, there was an additional 6% return after this date. These additional returns only substantiated the data initially received.

## See What They Wanted

Nearly 94% of all respondents saw products, processes and companies they wanted to see, and 81% of these will take action regarding products or processes seen. Ninety-four per cent also felt that it was valuable to have basic chemical producers participating in a chemical processing exposition.

In order to determine what design factors have a more lasting effect on a visitor, the mail questionnaire asked respondents to identify photos of five exhibits which had all identifying marks blanked out. Only two out of the five were successfully identified by more than 40% of the respondents. It is interesting to note that those exhibits displaying more than one symbol or logo were incorrectly identified. When asked to name the exhibitor in the picture, a number of respondents associated the exhibitor with the wrong firm. (It strongly indicates the reduction in attention and impact of company name when not emphasized.) Any element of design which might confuse or mislead visitors should be avoided.

As a follow-up to the initial interview, respondents were also asked for their opinion with regard to the product, sales, technical service and research of several leading chemical

firms. Replies were consistent with the original statements in the first study.

While I do not claim this approach is the panacea we have been seeking and while it has raised many more questions regarding show and exhibit evaluation, it presents a starting point—a frame of reference from which to work.

### Emotion Important

Since emotion plays an important part in influencing an individual even in a technical purchase, a technique to determine influencing factors offers the exhibitor an important tool in selling the display. Such studies also are revealing in audience attitude not only towards a display or company

but to a show itself. If a show is well-liked, the atmosphere for selling is more favorable.

This is only the beginning in the development of a planning guide for exhibitors, a plan based on fact and a technique which can be used under any normal show conditions.

At present I am developing several techniques which have evolved from my initial studies. Some are more simplified procedures while others are complex and involved. Each serves its purpose but end results are always the same—to give my company the most dollar value for dollar expended in the exhibit field and to more closely integrate exhibit activities with advertising and sales promotion programs. ♦

## Popular Reprints

While supplies last, you may order the following reprints from Readers' Service Dept., Sales Meetings, 1212 Chestnut St., Philadelphia 7, Pa. Send remittance with your order.

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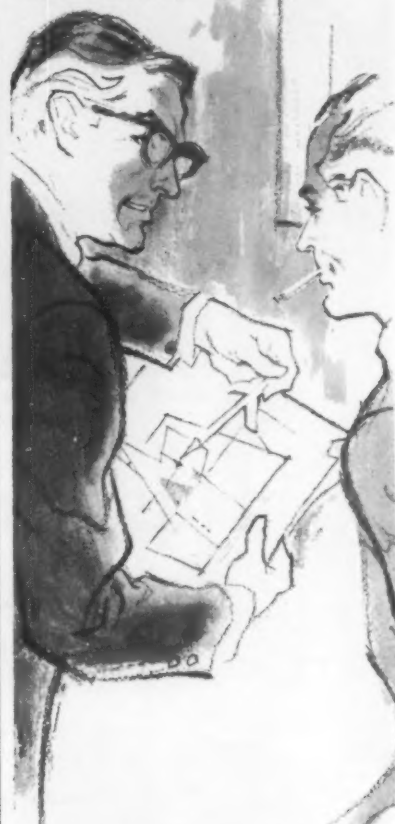
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NOTED wine and foods columnist, Morrison Wood, frequently lectures Wine Board Classes.

## Has Meeting—Will Travel

Wine Board will go anywhere—on land, sea or in the air—to stage a training session. Meetings are foundation of promotion for wine industry. Aim is to dispel myths, education consumers, and stimulate purveyors to use proper wine service.

Based on an Interview with JACK STANTON, Wine Advisory Board

IF THERE'S a group that puts on more meetings, and more kinds of meetings, for a greater variety of people on land, at sea, and in the air—than the Wine Advisory Board, San Francisco, officials of that body would be surprised. Board's Jack Stanton, wine industry's authority on meetings and a prime source of meeting ideas and techniques, says:

"We make meetings the foundation of the promotion work for the industry we serve." Why meetings to reach so many different audiences? Here are some of the main reasons:

1. When Board personnel thinks in terms of trade contacts, consuming public, or those who serve them where they dine, travel, or socialize, it regards everyone as a consumer or potential consumer of wine.

2. In United States there are some



JET STEWARDESS shows how she learned to pour champagne in plane.

92,000,000 people who live where wine is sold legally. The industry wants to reach all of them, directly or indirectly, with its message of wine pleasures and benefits.

3. Every individual who acquires wine knowledge, whether in the course of his duties or as a consumer, can influence others.

4. Considerable education on the product is needed because the U. S. traditionally has not been a wine-drinking nation.

5. In some areas, due to ignorance, notions about "winos," and so on, prejudice must be overcome. Meetings (including wine tastings) build honest familiarity and prestige for the product.

6. Among persons otherwise



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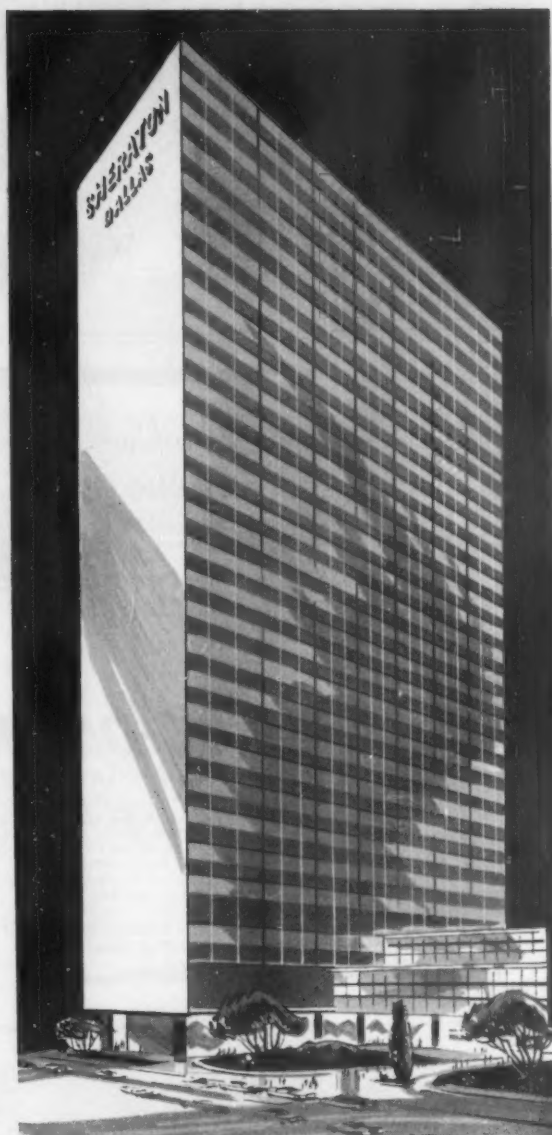
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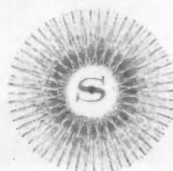


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JULY 15, 1960

friendly to wine, there may be fear of serving it at home or ordering it in public because of the aura of mystery surrounding nomenclature and correct service.

#### Don't Know Product

What it boils down to at all levels is lack of knowledge of the product, its use and its advantages (and this is a common story to most marketing

people). People shy away from what they do not understand. This is true whether it is a matter of consuming the product, marketing, recommending or selling it.

Wine industry meetings over the years have run the gamut of likely contacts: politicians, press, professionals, civic groups, businessmen's organizations, trade groups through which the industry distributes and works; "visiting firemen" and notables,

society folk, and just people. Lately, Board representatives have "met" with entire communities or groups of related communities by staging fiestas during which wine meetings and tastings are part of the fun. These ambitious ventures are a story in themselves.

#### What's Being Done

This article spotlights what the industry has been doing to overcome one of its sorest problems: educating staffs of institutions that dine, but do not yet know how to wine, their clientele.

Places with best potential to merchandise wine are restaurants and dining rooms of hotels in large metropolitan areas. In such cities as San Francisco, New York, Chicago, New Orleans, sophisticated living is taken for granted. The public is ready and willing to accept knowledgeable wine service with meals—often expect or demand and not get it. Road blocks between vintners and their wares and the consumer are, in the main, two: (1) restaurant owners, operators or managers who are indifferent to the opportunity because they are unaware of the prestige and profits they may

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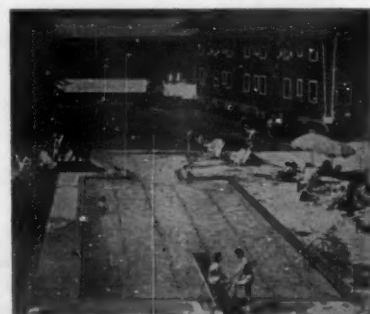
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win through good wine service; and, (2) waiters and waitresses who are ignorant of wines and their service and have never been trained to recommend them with foods they serve.

This applies, too, in varying degree to dining room stewards and stewardesses who serve on ocean liners; and to airline stewardesses, although, with respect to wine service on airplanes there are some special considerations. We shall go into these later.

In the early days of its promotional work with the hotel and restaurant industry the Wine Advisory Board aimed first at the owner or manager level and made considerable headway. But it became plain that, given a cooperative attitude by management, key persons to increase sale of wine with meals were waiters and waitresses. Almost without exception they were in need of training. Meetings were the obvious means: but how to get them to meetings? It would be a rare individual among them who would be willing to take a wine study course on his or her own time. Perhaps an equally rare owner who would say: "We'll pay you for overtime if you do."

The mountain decided it must go

to Mahomet: to hold meetings "on location" and train dining room staff on the job. Still another obstacle had to be overcome: timing. Most waiters and waitresses work split shifts. Board personnel adjusted accordingly and set meeting times at 10:00 a.m. and 2:30 p.m. — before and just after the heavy mid-day work load.

Board's task during these meetings is: (1) to present facts on advantages of promoting wine with meals; (2)

show that people will buy if asked; (3) train dining room personnel to know wines, wine types, wine-and-food harmonies; (4) inculcate techniques and psychology of wine suggestion and wine service.

On point 1, this information is equally pertinent in dealing with owners or staff. Your drinking wine with food makes food taste better because of bio-chemical reaction, relaxation it promotes, taste harmony

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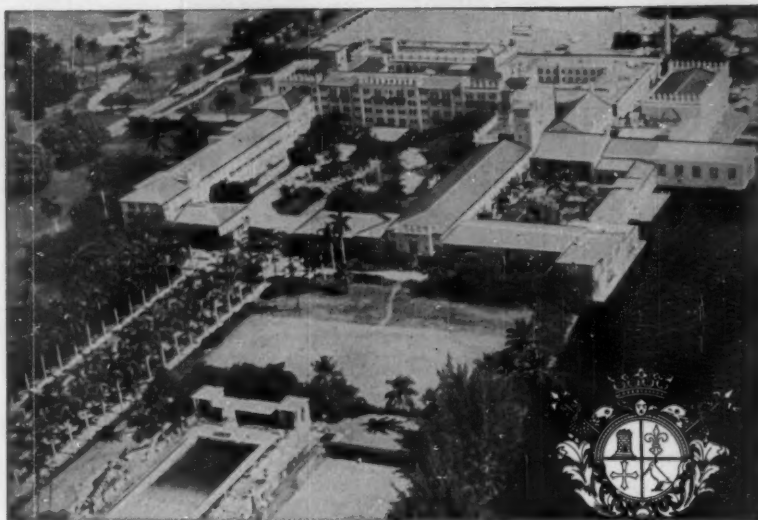
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between food and wine flavors, and because it cuts through the hardtop of fats and oils and stimulates the palate. People who enjoy their food in a given establishment are amiable to deal with, they return, become regular patrons. Good wine service attracts discriminating clientele. Profits for wine are net: wine, even offered at a reasonable price, has one of the highest mark-ups of anything served in a restaurant. This is clear gain for the establishment since overhead has been figured in without this "extra." The wine sale is an additional dividend.

On point 2, case histories are presented to show that restaurateurs who make it a habit to offer good wine service and recommend it to their patrons sell up to 75% of them.

### Study Course

A carefully worked-out study course, summarized in text books published by the Board, is the main tool used to train waiters and waitresses to be proficient with respect to point 3. These booklets include examination-type questions which help to fix the information. Nomenclature proves one of the chief hurdles for the average student of wines. When is a Cabernet Sauvignon not a Claret or vice versa? Who put a word like "Sauvignon" on a bottle, anyway? What's "white"? What's "sweet"? "Dry"? "Chilled"? "Room temperature"? It's all very simple and clear when you know—but the waiter who doesn't know isn't going to expose his ignorance. Why be embarrassed by suggesting that a diner have wine with the meal, only to get foreign words flung at him by a patron who knows something about wines and what he wants? The waiter is in an equally precarious situation if he runs into a diner who knows little or nothing and seeks unobtrusive but reliable guidance. In every contact with dining room personnel, Board representatives make certain that nomenclature is thoroughly understood and used with confidence.

Principal tool used in connection with point 4 is the motion picture. Board films show how to sell and how not to sell; techniques of gracious suggestion; how to open and how not to open bottles; how to serve and how not to serve. A final portion of a training meeting or group of meetings is "wine tasting," included so that the staff will have personal knowledge of what he or she is recommending and serving.

Stanton points out: "Any individual who knows enough to choose and consume a wine with pleasure can sell it more effectively to others. That is

### Wine Board's Do's and Don'ts For Meetings

#### DON'T . . .

- Talk over heads of your listeners or use terms and technicalities that may be Greek to them.
- Under-estimate intelligence of your audience, either.
- Rely on cut-and-dried meeting pattern for all types of groups.
- Time meetings or place meetings that pose hardship for your prospects.
- Never keep group over the specified time unless there is genuine desire by audience to "keep the ball rolling."

#### DO . . .

- Use simple language and make sure all special terms are fully understood.
- Adapt meeting format and materials to education, social orientation and interests of those addressed.
- Accommodate time and place to those you would reach.
- Stress importance of suggesting use of product to customer.
- Emphasize importance of knowing what is in stock.

what we mean when we say that we regard every contact as a consumer." Tastings constitute the demonstration phase of the meetings.

In all restaurant and hotel dining room contacts, Board representatives suggest that overpricing of wines be avoided, since this discourages free and frequent orders and in the long run cuts down on the establishment's profit.

In California, where this pattern of meeting with restaurant staffs originated, so much headway has been made that owners are requesting the on-the-job training sessions. "In fact," Stanton says, "demand is so great that we could put on two meetings a day, five days a week."

Same pattern is being applied ef-



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INN**

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PRINCETON·N.J.**



fectively over the country in all but 17 of the 50 states. In these 17, various forms of government control, state monopoly, or local option with respect to alcoholic beverages (including wines), poses legal obstacles. In the remaining 33 states, the Board has a reasonably free hand in its promotions, which follow California methods, within limitations of possible regional restrictions.

Board has another way to contact waiters for a more comprehensive and concentrated kind of training: through their union upgrading courses.

After the second World War, old-

time waiters with their experience, "tone," and know-how were dying out. New recruits often proved raw, poor in table service, even slovenly in dress and disgruntled in manner. Many hotel dining room and better restaurant managements, exasperated, began turning to women whom they found more cheerful, eager to please, clean and neat.

Unable, for its part, to supply good men, labor union heads became concerned, smarting at lost membership and prestige. Decision was made to upgrade male waiters. In cooperation with the Unified School District of

San Francisco, a school for dining room service for waiters was worked out. Approximately \$100,000 was spent to remodel a portion of the union premises to provide classrooms, kitchen, appliances and facilities for a teaching environment approximating work and job conditions. Attendance was made voluntary; instructors drawn from among restaurant and hotel professional men (chefs, maitre d's), and representatives of various allied industries.

#### Series of Meetings

Wine Advisory Board recognized an opportunity and initiated a series of wine meetings to become a regular part of the training schedule. These were two-and-a-half hour sessions, held twice a week, with two different groups of waiters during each course. Information conveyed was similar to that described above, only more thorough. Tools were the same, and included demonstrations and tastings.

One problem had to be overcome in this series in particular and to a slightly lesser degree in on-the-job meetings. "We had to talk the language, understand the point-of-view and problems of the people we were

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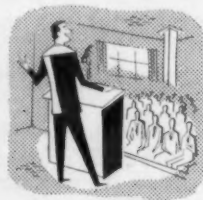


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reaching," Stanton explains. You cannot just present your story and take for granted that your contacts, if apt enough and enthusiastic enough, are going to be able to do a good-to-ideal job. They may not encounter anything like ideal conditions where they go to work."

This means, he points out, that your instruction must be realistic enough to take this into consideration and be adaptable. "You may have to teach your students to persuade the boss to provide adequate storage facilities for wines; proper means to chill; correct glassware; good corkscrews. You may have to go in and help him win management cooperation."

Meetings, therefore, must never be cut-and-dried. There must be provision for give-and-take. Men and women must be made to feel that their situation, their points of view and interests are being taken into consideration, not just those of "the boss."

These meetings with union waiters have been most effective. Good response has been won from owners, restaurant managements, waiters. Men in many cases have come back to take the course three or four times.

## Longer-Range Program

In a still longer-range meeting program, the Board goes in where future waiters and owners of restaurant operations are learning their trade and business. In 1940, City College, San Francisco, started a hotel and management course. This is sponsored by California Northern Hotel Assn., who has its own premises and equipment at the college grounds. Instruction is conducted under the aegis of Unified School District of San Francisco. The two-year course, with spring and fall semesters, draws students from all

over the world. One of very few such schools in the United States, this leads in reputation.

An interesting aspect of the curriculum is the manner in which theory and practice are integrated. Student body operates the cafeteria of the college (under supervision, of course). It feeds some 3,000 students and faculty daily. The 150 future managers or owners (of both sexes) learn all of the functions of hotel and restaurant operation, from bus boy on up to managerial duties. Same student may be a bus boy one day, waiter another; maitre d; in charge of the dishwash-

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Wine Advisory Board executives realized the double opportunity here to advance their own work and to provide a real service. There was, in addition, the chance to acquaint future restaurateurs with California wines and demonstrate their equality with imports. A course of meetings was worked out, to run for one hour or longer and held once a week throughout each 18-week semester. Meetings covered: wine growing and production; types and nomenclature; buying, handling, storage and care, and selling and merchandising of wines to patrons of restaurants. Course was confined to second year students.

### Meeting Tools

Tools used in the meetings included the wine study booklets of the Wine Advisory Board and all of its related materials: questionnaires, examinations, motion pictures which visually presented right and wrong methods, demonstration sessions and tastings.

A number of problems had to be resolved to perfect these meetings. They had to be adapted to college training methods, yet kept from being over the heads of students. Basic, useful, technical information had to be provided, yet kept alive and interesting. Students had to be kept stimulated and interested while being informed. This was done by alternating and lightening theory and factual matter with guest appearances, demonstrations, tastings.

Guests in most instances were prominent restaurant owners whose establishments were successfully and profitably promoting wines and could give first hand information from their own experience. Leading vintners came in to talk on the various stages of wine growing and production. Wine was "personalized" by the use of anecdote, history and interesting events in which wine played a part. Tours of outstanding wineries were arranged as field study trips.

So successful has the Board been in its aims that attendance at the courses of meetings has consistently averaged 95% plus (including illness and drop-outs).

"We feel," Stanton says, "that we have reached the top people who are

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making dining room work their career. We know of at least 1,000 of these who have actively entered the hotel and restaurant business in this country or in foreign countries, all very strategic people for promotion of wine use and enjoyment in their establishments."

To reach stewards and stewardesses aboard ship, you really have a problem. Day before they arrive in port they are paid off, "and simply disappear," Stanton smiles. "There's no way of getting them together ashore." Once again, the mountain knew it had to go to Mahomet. There was drastic need for proper wine service in dining rooms of domestic ocean liners. Also a need to counteract the myth of supremacy in quality of European wine over American. Seasoned travelers expected good wine service with their meals; the less experienced were more than ready to accept it with the rest of the luxurious atmosphere of shipboard.

Board representatives started with Matson Navigation Company. With its cooperation, the Board worked out a dual program of wine tastings for passengers and wine instruction meetings for dining room stewards. Matson welcomed wine tastings for passengers, seeing in them an opportunity for passengers to break down reserves and become acquainted. These were planned for the first day out, as were the meetings for stewards. Stanton himself conducted both. He went on board at the Port of San Francisco and proceeded with the ship to its first stop, Los Angeles.

During mid-afternoon, first meeting was held in the stewards' department. A second was held at 9:30 in the evening. At 4:30, just before the first call for dinner, the wine tasting party for passengers was staged. The afternoon meeting for stewards was devoted to wine types and varieties, with information on growing and wine making, nomenclature, wine temperatures. Film on do's and don'ts of wine service was shown. The 9:30 p.m. meeting covered demonstration, including wine tasting, proper opening, handling and service.

#### Tasting Party

Wine tasting party for passengers was just that — no promotion. About 12 wine types and varieties are available as a rule aboard ship. These were set up in procession on a table in the ballroom and tasted in order, starting with the driest of the whites and proceeding through to reds, then to sweet dessert wines. Talk concentrated on pointing out the art of tasting, what to look for, how to compare wines.

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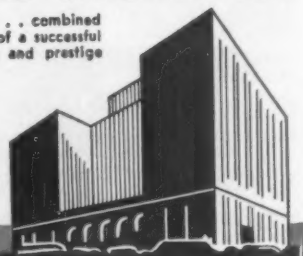
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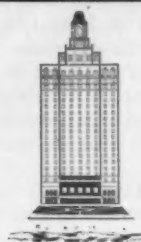
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hospitality flowering.



**Atlanta Biltmore**

About the only problem encountered in this program was running into a choppy sea at times. On one such occasion the pitch and roll was so bad that furniture was sliding about and passengers unable to keep their feet. A rope was placed the length of the tasting table so that tasters might grasp it in one hand and hold onto their glass with the other. Stanton opened bottles in a kneeling posture; stewards and passengers had to develop considerable coordination to ensure bottle and glass meeting; but very little wine was spilled—except in the right direction.

As is the practice for such tastings, invitations were placed in all state-rooms, it was announced at the luncheon table, in the movie theater and over the vessel's loud speaker. "Yet we hardly expected much of an attendance with the ship rolling like that," Stanton says. He was surprised by a big turnout and the party proved a great success.

Since this shipboard program was initiated two years ago, there has been a noticeable increase in the ordering of wine with meals; increased social prestige for wine. Interesting by-product, wine sales in Honolulu, destination of the ships, have gone up. It is assumed that many travelers who were formerly unacquainted with wine, learned to use it regularly with meals.

#### Plan New Course

Board now has in the planning stages a three-day course for dining-room stewards aboard ship between San Francisco and Honolulu. Indocination must be kept up because of the rule of the sea that stewards work continuously no more than a year and a month, after which they must work ashore for a time as a safeguard against growing "stale."

In the case of airlines, there is no problem to get cooperation of the operators. They are eager to have good wine service. Popularity of "champagne flights" is now well known. Problem is to train airline stewardesses—and if anyone thinks it is easy to open a bottle of champagne in a jet plane at high altitude, let him try. Despite packing in dry ice and the best of handling, champagne does not become "rested." It "riles" easily and result is overflowing. Women often are timid at handling champagne bottles and are nervous about opening them. Meetings, therefore, devote considerable time to teach this skill and to show how to hold wine bottles on a flying plane (in two hands—but gracefully—so that



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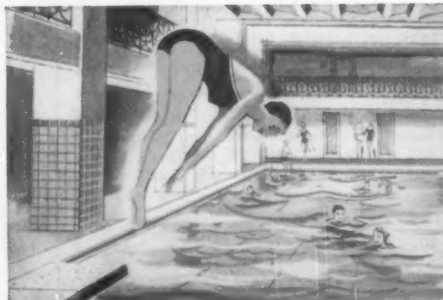
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A second obstacle that usually has to be overcome is to get stewardesses to take the wine study meetings seriously enough. They have to work so hard to acquire all of the knowledge and skills of their jobs that they tend to regard the wine study course as "just for fun."

### Overcome Attitude

This attitude is overcome in several ways. To begin with, wine meetings are incorporated in the girls' dining room flight training service courses. It is brought in towards the end of the course. Cooperation of

management is enlisted to emphasize that the instruction is an important part of training. And, finally, Board representatives who conduct the meetings provide each girl in advance with copies of three of the four wine study course booklets. Instructors require that booklets be thoroughly studied and digested and questionnaires related to them answered.

Results with stewardesses have been gratifying. American Airlines has been included in the program; and other lines will be added until all are covered. (California wine is served on these airlines: American, Western, Pan American, United, Continental and TWA. BOAC and Qantas also serve California wine.) ♦

## How to Translate A Menu

Here's what chef means when you look at a fancy menu. (His aim is to impress you, not confuse you.)



In planning a convention perhaps you have received from some hotel a menu in French. If you are like the majority of Americans, you are not bi-lingual. What is worse is that this business of French on menus arises fairly often, since it is one of the languages commonly used on menus throughout the world to impress you with the elegance of the cuisine.

For those who may run into this menu problem, this glossary of terms will perhaps help you unravel the lingual mess without need to call an expert. Menu glossary was furnished by the chef at The Shelburne, Atlantic City.

### MEATS

Aiguillettes De Canard Bigarrade  
Cote De Boeuf Roti  
Cotes D'Agneau Champvalon  
Cotes De Porc Charcutiere  
Entrecote Marchand De Vin  
Escalope De Veau Viennoise

Duck  
Rib of Beef  
Lamb  
Pork  
Sirloin Beef  
Veal



Faisan En Choucroute  
Faisan Souvaroff  
Filet De Boeuf Wellington  
Noisette De Chevreuil Smitane  
Noisettes D'Agneau Grand Duc  
Pigeon En Casserole Bonne Femme  
Poularde Albufera  
Poulet De Grain En Cocotte Au Primeurs

Pheasant  
Pheasant  
Filet Beef  
Deer  
Lamb  
Squab  
Chicken  
Chicken

## FISH

Alose Grillee Maitre D'Hotel  
Bouillabaisse A La Marseillaise  
Crevettes Frites  
Chair De Crabes Au Gratin  
Escargots Bourguignonne  
Grenouilles Poulette  
Homard A L'Americaine  
Homard Thermidor  
Homard Parisienne (Froid)  
Homard Grille  
Huitres Bercy

Shad  
Fish Stew  
Shrimps  
Crabmeat  
Snails  
Frogs' Legs  
Lobster  
Lobster  
Lobster Cold  
Lobster  
Oysters

## POTATOES

Pommes Anna  
Pommes Au Four  
Pommes En Robe De Chambre  
Pommes Fondant  
Pommes Maitre D'Hotel  
Pommes Persillees  
Pommes Pont-Neuf  
Pommes Puree

Home Fried—Raw  
Baked in Oven  
Steamed—with Skin  
Oven Roast  
Sliced in Cream  
Boiled with Parsley  
French Fried  
Whipped

## BEANS

Haricots Verts A L'Allemande  
Haricots Verts Au Beurre  
Haricots Verts Panaches

String Beans  
String Beans  
String Beans

## PEAS

Petits Pois A La Menthe  
Petits Pois A L'etuvee  
Petits Pois Bonne Femme  
Puree De Petits Pois

Peas  
Peas  
Peas  
Peas

## CARROTS

Carottes A La Creme  
Carottes Vichy

Carrots Creamed  
Carrots

## ASPARAGUS

Asperges Milanaise  
Asperges Polonaise  
Asperges, Sauce Mosseline

Asparagus  
Asparagus  
Asparagus Creamed

## BROCCOLI

Broccoli A L'Italienne  
Broccoli Au Gratin

Broccoli  
Broccoli with cheese

## BRUSSELS SPROUTS

Choux De Bruxelles Limousine  
Choux De Bruxelles Saute Au Beurre

Brussels Sprouts  
Brussels Sprouts

## SPINACH

Epinards A La Creme  
Epinards A L'Anglaise  
Souffle Aux Epinards

Spinach Creamed  
Spinach  
Spinach



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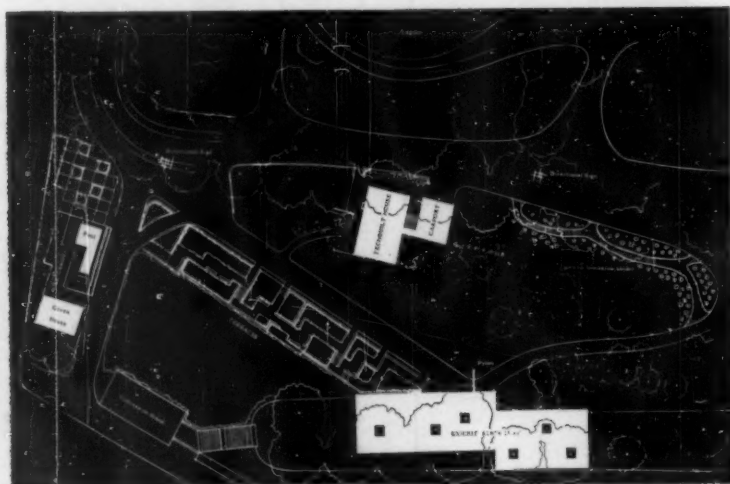
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**ROOFTOP GARDENING** in U. S. exhibit at Dutch Floriade "amazes Europeans," says Mrs. S. Lehman, chairman of rooftop exhibit. (Dutch grow on ground.)



**BLUEPRINT** shows layout of three and one half acre, U. S. exhibit at Dutch intl. flower show, Rotterdam. It is first time U. S. exhibits flowers abroad.

## America Blooms Abroad

**In 3.5 acres U.S. shows Europe that we are a nation of more than asphalt and machines. Our blooming exhibits at Floriade in The Netherlands attracts attention. Funds are a big problem.**

**WE ARE NOT** a nation of just asphalt, brick and machines. This is the message the U. S. exhibit tells Euro-

peans at the Dutch Floriade, Rotterdam, Netherlands. Americans can not be sure whether the message gets

across, but Europeans are quick to applaud the U. S. exhibit which continually blooms. It is the first time the U. S. has participated in an international flower show abroad.

Floriade's objective is to demonstrate the role of flowers in 20th Century life. Typical market gardens and florist greenhouses show modern techniques used by professional growers. Process of bringing fruits and vegetables, flowers and plants to market is demonstrated at this international Olympics of horticulture.

### Exhibit Objective

Director General Carl F. Wedell, U. S. exhibit committee, says, "Floriade provides a unique opportunity to show the world that Americans love flowers and trees just as much as other people. We demonstrate that we are not technologically one-sided people, but one of the most active and advanced nations horticulturally."

One hundred and twenty-five acres was set aside by the City of Rotterdam for the 1960 Floriade. Of this area, Rotterdam assigned more than 160,000 sq. ft. as indoor exhibit space. In the U. S. exhibit, flowers are planted so they bloom constantly the whole six months of the 1960 world's fair of gardening. Floriade is scheduled to end Sept. 25.

"From seed to force," is the Floriade's theme. Series of exhibits demonstrate the range from basic flower research to the use of atomic energy in flower growing.

Exhibition not only contains nation-by-nation exhibits, but nation-with-nation devoted to various phases of gardening. For example, roses from each country are grouped together in a Rosarium to create a composite of all the roses of the world.

Constructed especially for Floriade is the Euromast which towers 370-ft. in the air. Guests may see from the observation deck all of Rotterdam and activity of the port. Port is second only to New York in annual shipping volume. Euromast visitors may also eat at a restaurant located inside the tower. Like a lighthouse, Euromast stands as a permanent tourist landmark. Rotterdam has been completely rebuilt, since its demolition during the Second World War.

### Clover Symbol

Symbol for the U. S. exhibit is the four leaf clover. Entrance to our show is a four leaf clover motif. Attractive American exhibit guides escort visitors over our 3.5-acre exhibit. Each girl speaks four to six languages fluently, including Dutch and English.



**SIGNED IN-**

**TWO MONTHS AGO**

Western Hotels' pre-registration system is a real boon to conventioners.

No fuss, no waiting at the desk. Room, price, accommodations—all done in advance.

It's another VSP Service your organization deserves—23 better ways to make every guest feel like a Very Special Person. With it all: Rooms to sprawl in, rooms to sit tall in, the finest foods and beverages, the greatest array of meeting facilities, the swiftest Hoteletype reservation service and the best hotels in the West. Send for our Western Hotel facilities and location folder.

Write us at the Olympic Hotel, Seattle, Washington.

*Very Special Person Service—only at* **Western Hotels**  
INCORPORATED

S. W. Thurston, President • Executive Offices: Olympic Hotel, Seattle; National Sales Office: 37 So. Wabash Ave., Chicago





Front row center for four  
... or 4,000!

Three auditoriums seat 200 to 4,000 at your convention "home" in Dallas' beautiful State Fair Park! Also, six permanent buildings (two air-conditioned) providing 342,000 sq. ft. exhibit space, free parking for 12,000 cars! Just 10 minutes from downtown Dallas... noted for its different and interesting night clubs and restaurants, exciting theatrical productions, world-famous fashion shops, excellent hotels. Write for details to State Fair Park, P. O. Box 7755, Dallas 28, Texas.

## STATE FAIR PARK

PLAN TO MEET AT BEAUTIFUL  
**MYRTLE BEACH**  
SOUTH CAROLINA  
"THE RIVIERA OF THE SOUTH"



ON THE PLANTATION COAST OF SUNNY SOUTH CAROLINA! TWO CHAMPIONSHIP GOLF COURSES WITH GRASS GREENS, FINE FISHING FROM PIERS, BEACH, BOATS, LAKES

Excellent Hotels, Motels & Apartments  
SPECIAL RATES OFFERED FOR GROUP MEETINGS AND CONVENTIONS FROM OCTOBER THROUGH APRIL

Advise us your needs, number in group and dates of meeting. We'll give you fullest cooperation

CONVENTION BUREAU—CHAMBER OF COMMERCE—MYRTLE BEACH 55, S.C.



Modern American retail garden shopping center is being shown to more than five million visitors at the Floriade. It includes seeds, chemicals, equipment and gardening clothing. In addition, there is 6,000 sq. ft. of space devoted to educational and institutional exhibits, including an urban roof-top terrace garden, use of landscaping in modern architecture, and how atomic research is being used contribute to knowledge of plant functions.

### City Garden Display

City dwellers show green thumb at Floriade to attract unusual interest. America's rooftop gardens are sponsored by Horticultural Society of New York. Chairman of rooftop exhibit, Mrs. Allan S. Lehman says, "European visitors to the Floriade have been amazed that American city dwellers manage to grow gardens in the air. They think of us as living in concrete canyons surrounded by machines." (Word for roof-top garden in Dutch is Daktuin, even though the Dutch grow flowers on the ground.)

Theme of the American display is how Americans live: the kind of home they have, their furnishings — above all, their gardens. Featured are typical gardens, an American garden supply shopping center, chemicals, equipment and garden clothing. Emphasis is upon the middle-income American way of life today, rather than on a push-button utopia available in the future.

Outside the areas of flowers and plants, a sizeable exhibit of ornamental plants by Harvard University's Arnold Arboretum illustrates the role played by our arboretums and botanical gardens in America's horticultural life.

Redwood, supplied by Simpson Redwood Company, will be featured throughout the U. S. exhibit since this wood is distinctively American and little known in Europe. Also calculated to arouse foreign interest is the prefabricated Techbuilt, patio-type house and carport, furnished by American Home Magazine.

Family garden is planted to bloom throughout the entire six month Floriade and landscaping includes evergreens, cherry and redwood trees.

U. S. exhibit includes 5,000 sq. ft. fragrant garden of American-bred roses, assembled by All-American Rose Selection and American Rose Society. Prefabricated Lord and Burnham greenhouse, with tropical and subtropical plants and flowers, demonstrates the new, easily assembled greenhouses now available in plastic

coverings to American home gardeners.

Series of terraced gardens in blossom, beginning with tulips and culminating in a blaze of chrysanthemums, typifies the variety and scope of American flower growing activity. Masses of famed Burpee marigolds are shown to dazzle European visitors.

#### Government Displays

Displays by governmental and horticultural organizations are featured in a special U. S. pavilion. These include the renowned Blue Star Highway System project by National Council of State Garden Clubs; urban gardening by the New York Horticultural Society; artificial light stimulation of plant growth by Men's Garden Club of New York; formal gardens by Longwood Gardens and colonial Williamsburg.

First passenger in an overhead gondola at Floriade was her Royal Highness, Princess Beatrix of the Netherlands. Dr. A. J. Verhage, chairman, International Horticultural Exhibition, rode with the princess in the opening ceremony. To follow were millions of visitors who rode over acres of flowers and gardens to constitute a fairytale-like experience. This year's Floriade commemorates the 400th anniversary of the tulip's introduction into the Netherlands.

Home flower garden includes the introduction of a new American rose plant. An Eisenhower rose bush, from the White House rose garden, is an attraction at this international flower show. Eight Tennessee dogwood trees, from the Chattanooga Chamber of Commerce, were another special gift to the U. S. exhibit.

Co-sponsors of the U. S. display, which covers three and one-half acres, are the Foreign Agricultural Service, U. S. Department of Agriculture, and American Horticultural Council. In planning U. S. participation, group ran into a financial problem.

#### \$150,000 for Project

Congress appropriated \$150,000 in foreign currencies to help finance the project. But all expenses of obtaining and completing exhibits have been the responsibility of American Horticultural Council, since foreign currency could not be used for this purpose.

Finance Committee, headed by Dr. Albert J. Irving, is still attempting to muster needed funds to pay for expenses of our six-month exhibit. ♦

JULY 15, 1960

## THE **BIG** SHOWS ALL COME TO THE *New York* **TRADE SHOW BUILDING**



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#### 400 ROOMS

**FREE RADIO, TV,  
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FUNCTION ROOMS**

#### CONVENTION FACILITIES

Meeting facilities for groups of from 10 to 650 persons. 8 function rooms plus 10 small rooms suitable for meeting and dining for 30 persons. Movie screens, P.A. and microphone equipment. Registration equipment and closed circuit T.V.



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**SHERATON HOTELS**

# Drama Cram



**EXASPERATION** is portrayed over failure of old vacuum cleaner. Mrs. Parks' scene is first of nine in 30-minute drama, A. T. & T. sponsored.

Stage revolves and turns inside out for speed and impact. Show with all pro cast goes to 14 cities. Smaller cities to see filmed version of show drama.



**SECRETARY SUZY** employs feminine wiles in bid for new office calculator. Charlie finally concedes to take request up with the big boss.

**THIRD USE** of industrial theater by American Telephone & Telegraph Co. was a sales drama in 14 major cities to excite advertising agency men around the country with news of its National Yellow Pages Service. Major problem was to overcome agency inertia built up with years of yellow page ad scheduling headaches.

Through "Yellow Gold," A. T. & T. announced its new one-contact, one contract, one-monthly-bill policy for national advertisers. It smooths the way for agencies who handle national accounts to schedule ad space in yellow page directories. Then too, new policy permits ad agencies a never before 15% commission for ad space in telephone directories.

A road show sales drama requires pulling together a multitude of details. To do this, A. T. & T. executives used Dramaturgy, Inc., Cleveland, to create the sales drama which was largely informative, but peppered with humor. Dramaturgy's answer was a nine-scene, fast moving 30-minute production.



**SHOP SCENE** reveals Mr. Parks who discovers some bearings are worn out on machine. Purchasing agent Charlie is ordered to replace bearings promptly.

## Revolving Stage

Dramaturgy was able to compress much information and a variety of stage backgrounds into 30-minutes with cleverly designed props. Stage revolved and turned inside-out to show the audience four, quick-change sets. Rotation of the stage allowed scenes to be changed without interruption.

Huge turntable served as stage show floor. Ad men in audience actually saw stage turn during performance which tended to add excitement to the drama. On the turntable were three scenes which faced outward from its center. Fourth sat inside the outer three. Stage crew needed only to remove two pieces of furniture (a chair and cushion) and swing back



**WINDOW SHADE ROLL** in briefcase is stage device used to emphasize number of offices to be contacted before new Yellow Page Service.



# Strong Message into 30 Minutes

two walls to create new scene (an ad agency office).

Dramaturgy, in its stage design, placed a door in each set. To intrigue the technical minded observer (as well as add realism) all doors were functional. Actors were able to walk in and out doors even though the sets on the revolving stage were back to back.

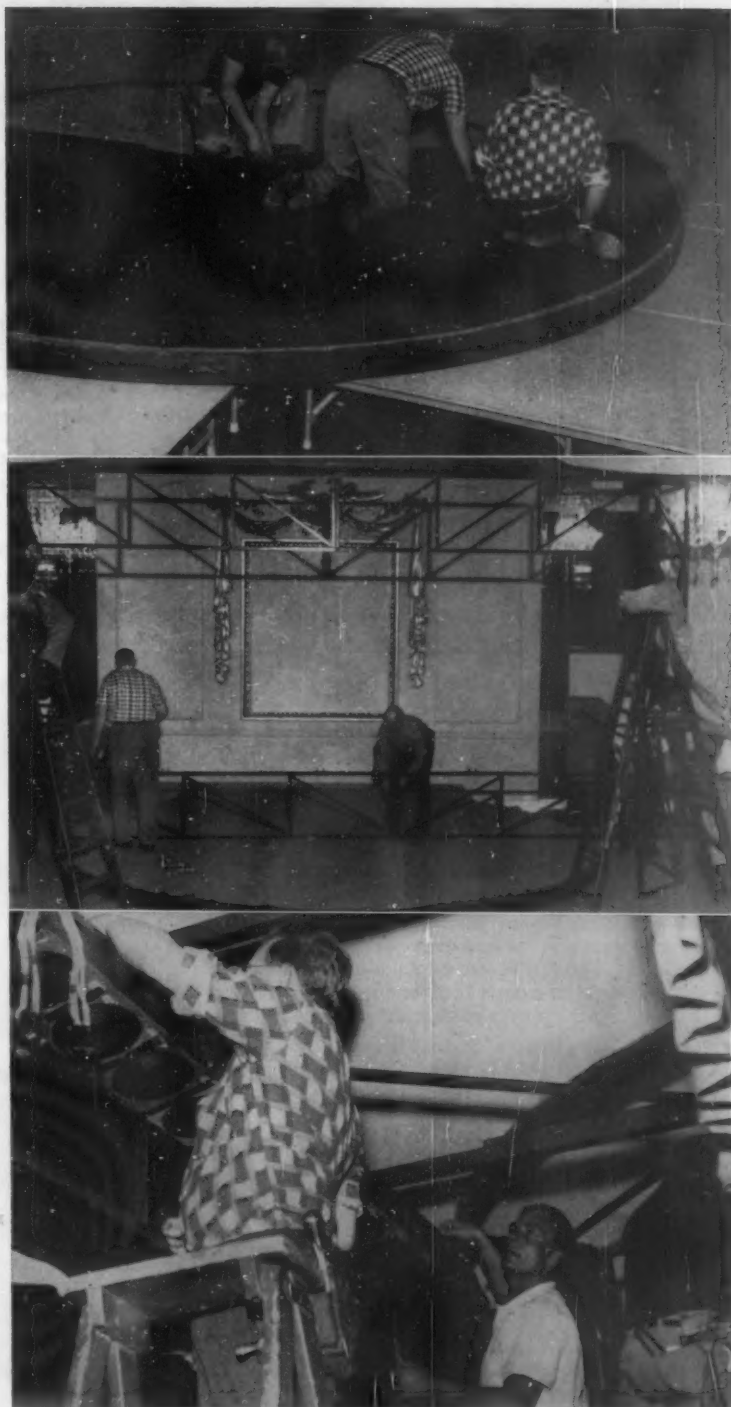
## Canned Portion

Color movie and slides were incorporated into the stage production. Left of the revolving stage was a 50' x 50' screen which took over the action at times. However, the movie or slides were not used without the presence of ad man Tom Bradford, played by Harry Holcombe. Tom Bradford was the show narrator as well. Movie was used to present the customer's view point to which Tom Bradford answered questions of the prospect (on film) about new National Yellow Pages Service (known as N.Y.P.S.). Technique was used to answer possible questions the audience may have conjured in their minds as they watched the sales drama.

Slides capsuled advantages of N.Y.P.S. system. Each illustrated an advantage to show ad men the ease with which they can now buy space anywhere in the country. Prior to the adoption of A. T. & T.'s new service, national advertisers had to do business with as many as 2,286 directory offices separately.

Also depicted by slides were extra services A. T. & T. offers agencies. Services were illustrated and projected on screen as Tom Bradford recited them to the audience. N.Y.P.S. offers research facilities, help in presentation, merchandising aids, rate and data book, and coverage information. To show slides, a 35mm filmstrip projector was used. Image was projected from rear stage to eliminate annoying overhead light beams in the audience.

In sequence, the show starts with Mrs. Parks, portrayed by Johanna Douglas, trying to keep her worn out vacuum cleaner working without success. (Mild panic sets in.) Stage revolves to her husband's plant in the office of his purchasing agent. Purchasing agent Charlie, Edgar Thompson, is approached by his secretary Suzy, played by Roxanne Arlen, who pleads for a new office calculator with



STAGE EQUIPMENT in "Yellow Gold" production consists of 19 ft. portable turntable which breaks into segments, concealed towers for support, and X-ray border of lights. All were designed to break down quickly and store in van.

# 3 Solid Reasons Why



## *The Key Biscayne*

### HOTEL AND VILLAS

701 Ocean Drive • Miami 49, Florida • Tel. EMerson 1-5431

NATIONALLY REPRESENTED BY ROBERT F. WARNER, INC.—NEW YORK • CHICAGO • WASHINGTON • BOSTON • TORONTO, CANADA

### YOUR MEETINGS WILL BE MORE PRODUCTIVE AT THE KEY BISCAIYNE

**1. LOCATION:** Although 18 minutes from the heart of Miami over the famous Rickenbacker Causeway, the seclusion of The Key Biscayne and its many self-contained diversions assure unusually high attendance at all meetings. An Island Paradise flanked on one side by beautiful Biscayne Bay, on the other by the broad Atlantic.

**2. FACILITIES:** Ideal meeting rooms and modern equipment; Superb food in charming dining rooms; World's finest Pitch 'n Putt golf course; 9-hole golf course on the island; 2 swimming pools; tennis courts; 2½ miles of ocean beach; Hotel and Villas air-conditioned, heated, beautifully appointed.

**3. PERSONNEL:** Our staff is widely known for its experienced and capable planning and handling of groups from 25 to 250 persons.

Send for FREE four-color brochure which answers all your questions. Simply write Dept. S.

## Miami Beach's most celebrated Convention World... *Eden Roc* hotel, cabana & yacht club

### ALL THIS IS YOURS... FOR A PERFECT CONVENTION!

- 14 meeting rooms or combinations... to seat any size meeting from 24 to 1600!
- Monitored air-conditioning • Modern lighting and sound equipment
- Outstanding cuisine... served from an ultra-modern kitchen, strategically placed to serve every banquet with maximum expediency
- Underground parking garage • Yacht anchorage on protected Indian Creek
- 30,000 square feet of drive-in exhibit space at reasonable rates

### ALL THIS—PLUS:

- Olympic pool and private ocean beach
- Over a hundred luxury cabanas with individual bathrooms
- Magnificent covered outdoor pavilion for dining and dancing, outdoor meetings
- Three delightfully different dining rooms to suit your every mood
- Informal gaiety and dancing in Harry's American Bar—Garden Cafe
- Fabulous entertainment nightly in the unparalleled Cafe Pompeii

BILL POLLARD, Director of Sales  
JEAN S. SUITS, Managing Director

### SEND FOR COMPLETE CONVENTION BROCHURE

... blueprinting complete plans and details

New York: PLaza 1-3460  
Chicago: WHitehall 4-7568  
Los Angeles: DUAnkirk 8-1151  
St. Louis: GARfield 1-4081



MONNA LISA ROOM—comfortably accommodating banquets to 500

POMPEIAN ROOM—seating 1200 at banquets, 1600 at meetings

30,000 square feet of  
DRIVE IN EXHIBIT SPACE  
at reasonable rates

OCEANFRONT  
45th to 47th STREETS  
MIAMI BEACH, FLORIDA



**YELLOW PAGE** salesman, Wolley Segap, projects advantages of new National Yellow Pages Service to ad man Tom Bradford near end of show. Scene is good example of how canned and live portions of drama were well integrated.

her obvious feminine charm. Charlie finally relents and promises to ask the boss.

Scene revolves again to the plant itself where Mr. Parks, Lester Mack, has summoned Charlie to replace some worn out bearings in one of his machines. Charlie tells his boss he will check the yellow pages. (His problems were just beginning.)

The show moves to an ad agency office one morning in January. Henry Sampson, portrayed by Howard Smith, wants Tom Bradford to place ads in yellow page directories across the country.

Henry Sampson leaves. Tom Bradford later discovers from yellow page salesman Wolley Segap, George Neise, that he will have to contact separately 2,286 business offices to obtain complete national coverage. Scenes show the near frustration of people who try to use yellow-page advertising before N.Y.P.S.

With A. T. & T.'s introduction of N.Y.P.S., scenes are rerun, only this time the delighted reaction of everyone is evident, when they advertise and buy under the new N.Y.P.S. Mrs. Parks gets her cleaner, Suzy her calculator, Mr. Parks his bearings, and Henry Sampson his national telephone directory advertising—all with the help of yellow pages.

#### Stage Devices

At one point in the movie portion of "Yellow Gold," Tom Bradford walks over and places a booklet which explains N.Y.P.S. at the bottom of the screen. The actor in the movie then picks up a copy of the booklet at the

same spot where the live actor is holding the booklet. Illusion acted as a bridge between live and canned portions of the A. T. & T. sales drama.

Another stage device used in show drew laughter from the audience. Wolley Segap pulled out a continuous roll from his brief case to emphasize the great number of business office contact required before N.Y.P.S. The continuous roll had "miles" of listings. Later Wolley Segap allowed it to roll back into his brief case. Such well planned stage devices helped make "Yellow Gold" especially artful.

Before the sales drama, A. T. & T. had N.Y.P.S. girls (professional models were not used to give homegrown air) place name tags in guests' jacket pockets. Tags were put to use to wrap up in a nutshell the whole idea of N.Y.P.S. At the end of the show, the audience was asked to turn up their name tags to reveal the letters "N.Y.P.S." boldly printed on the under side. Mere act of everyone looking at his name card, re-emphasized the last half hour.

On the lower portion of the name tag which stuck in the pocket was printed the promotional message: "You're Right. . . . That's National Yellow Pages Service. Remember: one contact, one contract, one monthly bill." Still further down was a portion to be torn off and filled out for those ad men who wished additional information.

#### Film Made

Film version of the sales drama will travel to lesser cities where it would be impractical to take the road show,

can you hold  
your **MOST**  
successful  
**CONVENTION**  
in  
**LAS VEGAS**



**ask the people  
who have....**

C. F. Watson, Merchandising Supervisor  
**STUDEBAKER-PACKARD  
CORPORATION**

Frank J. McCaffrey, Sales Promotion Director  
**ROYAL MC BEE CORPORATION**

J. A. Christie  
**FIELD ENTERPRISES  
EDUCATIONAL CORPORATION**

T. J. Harvey, Executive Vice President  
and Secretary  
**WESTERN COTTON SHIPPERS  
ASSOCIATION**

S. W. Leaver, General Sales Manager  
**B. T. BABBITT, INC.**

J. J. Madigan, Director,  
Membership and Field Service  
**NATIONAL ASSOCIATION  
OF HOME BUILDERS**

**our best sales people  
are those who have proven  
there is nothing like....**



**COMPLETE FACILITIES FOR  
SHOWS, SALES MEETINGS, CONVENTIONS**





★ CONVENTIONS  
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# MIX PLEASURE WITH BUSINESS

at this  
complete resort hotel in  
nearby NASSAU, Bahamas

Directly on the ocean . . . set in 55 secluded acres just minutes from the heart of Nassau. Completely air-conditioned, with fully equipped meeting rooms . . . including separate Thatched-Roof Jungle Club, accommodating up to 800.

Cuisine and management in the classic Continental tradition. Private beach, unique Vision-Level Pool, Marine Bar, After-Deck Lounge and smart Empire Dining Room. Tennis, golf, deep-sea fishing, water sports . . . sparkling nightly entertainment. Modified American or European Plan.



## The MONTAGU Beach Hotel

NASSAU, BAHAMAS

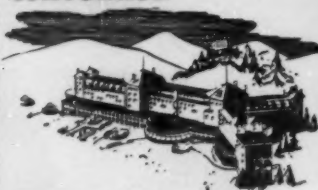
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# EXHIBITS EX 2-4600

**BRYAN-ELLIOTT  
COMPANY**

27-01 Bridge Plaza, North  
Long Island City, N. Y. 1

## For The Life of Your Convention



## and The Convention of Your Life

THE  
*Mount Washington*  
BRETTON WOODS HOTEL  
NEW HAMPSHIRE

New England's finest and most famous resort has been host to many of America's most successful conventions and meetings.

These special features can make your next gathering the best ever!

- 10 separate meeting rooms • exhibition hall
- 800 capacity dining room
- 18 hole golf course • 8 tennis courts
- 2 Olympic pools • unusual entertainment
- palate pampering cuisine
- highly trained staff to serve and assist you.

Season: June thru October

Write today for color brochure, programs, menus and rates.

All Inclusive Rate . . . No Extras!

WIN CHESLEY, Director of Sales  
The Mount Washington Hotel  
1 East 57th St., New York City, Plaza 5-7848

## NEWEST AND MOST COMPLETE CONVENTION HOTEL IN PALM SPRINGS, CALIF.



Convention hall seats 1300—banquet facilities for 900—sample rooms—small conference rooms—250 exquisitely appointed rooms—complete air conditioning.

PLUS...Recreational facilities, including an Olympic-size swimming pool, tennis courts, 9 hole, 27-par golf course right on the grounds.

## LOCATED IN THE HEART OF PALM SPRINGS

Write or phone for information or reservations

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San Francisco: EXbrook 7-2717  
TED RATCLIFF, General Manager  
**Palm Springs RIVIERA**  
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PALM SPRINGS, CALIFORNIA



*It's New! It's Open All Year!*

## IT'S FABULOUS FOR SALES MEETINGS!

Luxurious guest accommodations overlooking the largest and finest pool in Arizona. Outstanding facilities tailored to meet your needs for sales meetings. European Plan rates. Write or phone us now.

## Mountain Shadows

SCOTTSDALE (PHOENIX) ARIZONA  
Operated by Del E. Webb Motor Hotel Company

WHERE  
BUSINESS  
MEETINGS  
ARE A  
GENUINE  
PLEASURE!



## Gulf Hills

DUDE RANCH & COUNTRY CLUB  
OCEAN SPRINGS, MISS.



featuring the  
**POW WOW  
ROOM**

Meeting Accommodations for 200

## SECLUDED YET CONVENIENT

So secluded folks can't stray from meetings, yet complete facilities offer wonderful fun between meetings and after hours.

18-hole golf course, fishing, swimming pool, horseback riding, tennis, shuffleboard and other sports . . . plus wonderful meals . . . all included in one low rate, \$13 to \$16 per person.

Write or phone for complete information on  
BUSINESS MEETING FACILITIES

Dick and Gladys Waters, Proprietors  
Ralph G. Deuel, General Manager

Chicago, National 5-8200  
Phone—Ocean Springs, TRinity 5-4211

due to expense, availability of actors and the limited number of advertising men. A. T. & T. used in the film the same cast as in the road show.

A. T. & T.'s whole plan was to have

ad agency men take home with them the impression, "Hurrah! They are finally taking a more sensible approach to yellow-page advertising." It appears to have succeeded. ♦

## Books on Meetings, Speaking

OVER the years, many books have been published to help executives write better speeches, speak in the more professional manner and stage more effective meetings. Here is a sample of some of the books now available. While this list does not contain every title, it offers some of the best books written on speaking at meetings and planning your meetings with a professional approach.

**Chilton Company, Philadelphia, Pa.**  
Anniversary Celebrations Made Easy, by John D. Peel—\$5.00.  
Executives Public Speaking Techniques, by Harry Simmons—\$5.00.  
How To Get Industrial & Business Publicity, by C. E. St. Thomas—\$5.00.

**Harper & Brothers, New York City**  
How To Write, Speak, and Think More Effectively, by Rudolf Flesch—\$4.95.

**Funk & Wagnalls, New York City**  
How To Make Better Speeches, by William G. Hoffman—\$3.00.

**J. P. Lippincott Co., Ithaca, N. Y.**  
So To Speak, by Elizabeth F. Von Hesse—\$4.50.

**Macmillan Company, New York City**  
The Improvement of Voice and Diction, by Jon Eisonson—\$4.75.

**McGraw-Hill Book Company, Inc., New York City**

How To Talk Well, by J. F. Bender—\$4.95.

How To Write a Speech, by E. J. Hegarty—\$4.00.

Showmanship In Public Speaking, by E. J. Hegarty—\$4.00.

How To Run Better Meetings, by E. J. Hegarty—\$4.95.

Making Your Sales Meeting Sell, by E. J. Hegarty—\$4.50.

Public Speaking for Businessmen, by W. G. Hoffman—\$6.00 (3rd edition).

The Speaker's Notebook, by W. G. Hoffman—\$6.00.

Briefing and Conference Techniques, by G. M. Loney—\$5.50.

Oral Communications In Business, by D. C. Phillips—\$4.95.

How To Speak With Power, by S. S. Price—\$4.75.

Effective Business Speech, by W. P. Sandword and W. H. Yeager—\$6.75 (4th edition).

Speak Well—And Win! by W. P. Sandford—\$4.50.

How To Speak and Write With Humor, by P. H. Whiting—\$4.95.

Successful Conference and Discussion Techniques, by H. P. Zelko—\$5.00.

**Oceana Publications, Inc., New York City**

How To Plan Produce & Publicize Special Events, by Hal Golden & Kitty Hanson—\$6.00.

**Parker Institute, Flint, Mich.**  
How To Conduct Live, Sparkling, Enthusiastic Meetings, by A. C. Parker—\$4.00.

**Prentice-Hall, Inc., Englewood Cliffs, N. J.**

Eloquence in Public Speaking, by Kenneth McFarland—\$4.95.

Word Power: Talk Your Way To Life Leadership, by Vernon Howard—\$4.95.

Successful Speaker's Handbook, by Herbert V. Prochnow—\$4.95.

The New Guide for Toastmaster's Handbook, by Herbert V. Prochnow—\$4.95.

The Speaker's Treasury of Stories for All Occasions, by Herbert V. Prochnow—\$4.95.

Effective Speaking For Every Occasion, by Willard H. Yeager—\$6.25 (second edition).

Speaker's Encyclopedia of Stories, Quotations and Anecdotes, by Jacob M. Braude—\$4.95.

Braude's Handbook of Humor for All Occasions, by Jacob M. Braude—\$4.95.

Braude's Second Encyclopedia of Stories, Quotations and Anecdotes, by Jacob M. Braude—\$4.95.

New Treasury of Stories for Every Speaking and Writing Occasion, by Jacob M. Braude—\$4.95.

Handbook of Successful Sales Meetings, by Bill N. Newman—\$6.50.

**Viking Press, New York City**  
New Ways To Better Meetings, by Bertram & Frances Strauss—\$2.95.

## Site for Successful Meetings...



## The PRUDENTIAL auditorium

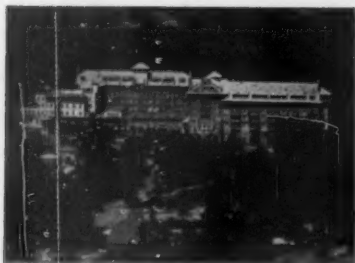
IN CHICAGO

More and more leading business, industrial and civic organizations are making the "Pru" Auditorium the home of their sales meetings. Features like these are among the attractions... accommodations for up to 1100 people... flexible seating arrangements... catering service for 425 seated guests... full 40-feet wide, 20-feet deep, raised stage... modern lighting and public address system... projection booth.



For reservations, call:  
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(Also, smaller meeting rooms  
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**THE PRUDENTIAL BUILDING**  
RANDOLPH DRIVE, JUST EAST OF MICHIGAN AVENUE



## Attraction..

but no distraction

Quiet, charming 6,000-acre estate in the scenic Poconos. 3 hours from New York and Philadelphia. A perfect setting for meetings, conferences, sales outings. An outstanding opportunity to combine business with pleasant relaxation.

Check these advantages

### INDOORS

Fine accommodations for 400 • 840 seat Auditorium with Stage • Completely Equipped Meeting Rooms accommodating from 10 to 300 • 3,000 Volume Reference Library • Play Room, Television, Radio and Dancing • Stenographic Services and Teletype.

### OUTDOORS

27-hole championship Golf Course • 20 miles of Riding and Hiking Trails • Swimming in Olympic-size pool • Tennis Club—8 Teniko Clay Courts • Two Lawn Bowling Greens • Winter Sports—Skiing, Skating, Tobogganing.

EASY TO REACH BY CAR, TRAIN, PLANE OR BUS

**RESERVATIONS NOW  
BEING MADE FOR 1960  
TO 1964.**

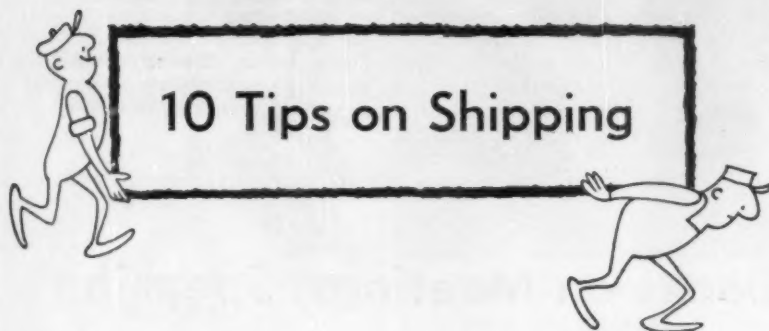
For information write or call  
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MUrray Hill 4-0004

or  
Jo Anne Burgess, Convention Secretary

Clifford R. Gillam, General Manager



100



Display material for meetings and shows will arrive — on time and undamaged — if you take a few steps in advance. You may save cash as well as worry by testing and over shipping.

By IRVING SEIDEN  
Vice-President, Mercury Service Systems, Inc.\*

TRAVEL ADS say "Getting there is half the fun." But when it comes to transporting exhibits to conventions, trade shows and sales meetings, too often that slogan must be paraphrased: "Getting there is half the problem."

Frequent complaints that displays arrive late, are incomplete, are broken, cost too much to transport and, sometimes, never arrive at all, are usually the result of either inadequate planning or a lack of knowledge of shipping techniques.

Our experience has proven that shipping displays need not be a problem if a few simple steps are taken in advance.

1. Don't ship blindly and hope that your display will arrive intact. This is especially important with touring displays that have to stand up under the strain of several re-shippments before returning to your home office. Pre-test by making several trial run shipments, subjecting it to the handling it will get on the road. This can be accomplished most economically within your own plant.

A number of companies attach so much importance to pre-testing that they make actual "dry run shipments" of exhibits to nearby cities and back home for re-examination. Although this is expensive, it does provide a secure knowledge that the display will arrive in good condition in its all-important delivery to its actual destination.

\* New York City

2. This is so basic that it may be considered unworthy of mention but the point, "pack it right," is so important that it must be emphasized. There is still no substitute for the wooden crate as the safest, most dependable shipping container. Whenever possible crate it. It's the safest procedure known.

3. In addition to crating, be sure that nothing is left loose in the container. Use wooden supports and stuff with excelsior, paper, or other material. Popcorn has come into use recently as an excellent material for packing cartons.

Furthermore, it is wise to prepare for re-shipment of the display in advance by shipping extra materials for re-packaging along with the display. It must not only arrive at the show safely, but must also return safely. Importance of adequate inside packing materials to eliminate empty space inside the crate cannot be over-emphasized. Since this is inevitably lost during unpacking, be sure to provide for enough replacement packing material in advance.

4. Don't let your shipment become a "lost sheep." Label it clearly, profusely and specifically. At least three sides of every container should contain its shipping instructions. Never use abbreviations. If you do your shipment might end up in Newark, New Jersey, instead of in Newark, New York.

5. Too often, "Fragile" labels are like the boy who cried "wolf." They are used without restraint to the point where shipping companies are never

SALES MEETINGS/Part II SALES MANAGEMENT



sure what really requires delicate handling. Use "Fragile" labels only when you mean it, and when you do, make them unusual rather than the ordinary stickers.

6. When shipping an exhibit that is particularly fragile, do not ship directly to its destination, even though you are advised to do so by your association or the exhibit manager. It may be stockpiled with a number of other exhibits and could end up on the bottom of a pile. Instead, ship it in advance to a local showroom, salesroom, or to a local office of your shipping agent and make arrangements for it to be delivered on set-up day.

7. Overship those components that might fail. Take a leaf out of the book of television companies that always have stand-by units handy in case of failure of the equipment in use. Send duplicates of such items as bulbs, spotlights, small motors and other basic components that can be switched quickly.

8. Save costs by not buying a "round trip" unless the shipment must return quickly or move on to its next destination the fastest possible way. You may have to ship an exhibit via Air Express, but might return it via overnight Air Freight, which is less expensive but almost as fast.

9. Save costs by planning well ahead of time so that high salaried employes or executives do not have to be connected with details of coordinating and expediting shipments. If careful planning is made in advance, lesser company employes can follow a routine check list to assure that the shipment will arrive safely and on time.

10. Make use of your shipping company's experience for advice. No matter what packing, timing or other problem you face, chances are that another company has faced it and solved it with the help of the transportation company. More and more organizations are using their shipping firm for consultation at the planning stage rather than merely as a transporter. There are many special services and facilities available that are generally unknown including arrangements for shipping to specific booths or rooms, coordination of several pickups and coordination with messenger deliveries, among others.

Follow these precautions and even the most complex display will arrive on time, in one piece and ready to start working for you. ♦

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# Talk Turkey About Tackle

Salesmen for fishing gear induced to fish at sales meeting. Site switched so men could learn more about what they sell. Idea worked as planned.

THOMAS T. LENK, president, The Garcia Corporation, believes in sales meetings that catch fish.

The New York tackle company's meeting in Florida is a good example of the company's unusual approach to successful sales.

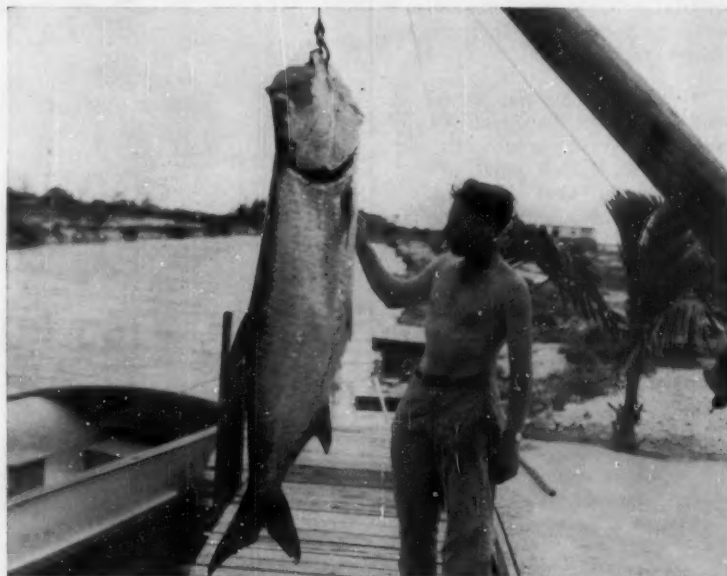
This year, Garcia invited its representatives and salesmen to an isolated 350-acre Florida Key, 95 miles southwest of Miami.

Lenk outlines his reasons for choosing this unusual setting.

"Previously, our sales meeting had been held at Chicago which we felt provided a convenient central location and offered the necessary plush accommodations," he says.



SALES FIGURES are gone over by firm's president Thomas T. Lenk, in slacks.



PRIZE CATCH by angler Dick Wolff proves gear; prompts salesmen attempts.



SKULL SESSION by product and service experts is later tested by salesmen who use gear to become more intimate with products.



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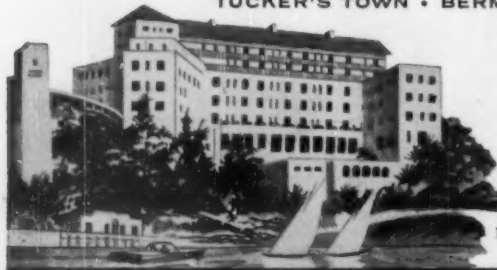
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"We were dissatisfied because there were too many distractions. The sales group split up, some to night clubs, some to golf courses — tackle was the talk only during meetings. What we wanted was a quiet place away from the disrupting influence of the big city. And a place that would provide our salesmen with an opportunity and incentive to use and familiarize themselves with the product," Lenk says.

### Golf Biggest Headache

Biggest headache in the tackle industry is not tackle competition — but golf, it has been stated often. In an industry notorious for its golfing salesmen, he is determined to have salesmen that fish.

Few tackle retailers can truly sell tackle to a fisherman for the simple reason they rarely know enough about their product. Lenk feels Garcia's salesmen must not only be familiar with catalogue copy but be familiar with the performance of the tackle in use.

"Only through actual use can you really begin to appreciate the fine points, the quality and effectiveness of a hollow fiber glass rod or a new reel," Lenk points out. "We want these men to be able to talk turkey about tackle and fish."

Lenk's firm belief that Garcia markets the finest tackle generally available, and that his salesmen should know it is fully justified by Garcia's sales story.

Today, the company is one of the biggest in the industry and is recognized as the fastest growing. Despite the fact its line of 37 reels, 85 rods, line and lures are marketed above popular price, Garcia is proving that quality sells.

Today, Garcia counts sales at more than \$20 million retail, and Lenk forecasts a substantial 30% increase for the year. In large measure, Garcia's growth can be attributed to Lenk's belief in giving circumstance a helping hand.

### Add Fishing Contest

Not content with merely selecting an ideal fishing site for the sales meeting, he asked Garcia's angling expert Richard C. Wolff to develop a fishing contest as further incentive for the sales force.

The energetic anglers caught several hundred fish. Catches included near-record sail fish, an abundance of dolphin, bonita, 60-pound tarpon, and bonefish. The fishing provided ample proving ground for almost every type of the company's tackle.

Nate Buell & Co. salesman Dick



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Moore, Denver, Colo., won the sterling silver trophy for his catch of an eight-pound, seven-ounce fighting bonefish on light tackle.

Wolff noted that "several known golfers among the group were seen laying down their golf bags and joining in the fishing. Once they caught one of the fighting Florida fish," he says, "they really caught the bug and were out there every day."

Lenk considered the contest a crowning success.

"The location made it possible and the contest provided the lure for testing equipment. Knowledge gained by salesmen will be of real value during the year," he says.

But even practical fishing has its limits and group meetings were scheduled to cover such vital subjects as merchandising, sales, promotion, and new products. By mutual consent, the original schedule was changed to allow two full days for fishing. The nine-hole golf course and skeet range at Indies House Hotel provided incidental recreation — a break from fishing.

Meetings were re-scheduled to begin early (8:30 a.m.) Monday morning and run until lunch. All meetings ended in early afternoon.

Informal sessions over drinks or coffee in the evening provided an effective means to solve regional problems.

"Entire meeting was much more in the nature of a 'seminar' than a production or a formal sales presentation," Lenk says. "Our purpose was to propose ideas, then listen to suggestions and new ideas, and blend the best of the total into a working policy."

### Covered All Bases

Despite emphasis on informality and recreation, the carefully prepared meeting schedule covered all bases, including: Monday — 1960 rod line; Tuesday — new products; Wednesday (½-day) — merchandising, promotion and advertising.

Garcia executives and service personnel, including Executive Vice-President Emil DeSimone, and advertising agency consultant E. E. Felton, heard Angelo DeSimone address the sales group on current thinking, products and planning.

Board members such as Ellis Baker, accountant, and Gustav Lazarus, general legal counsel, spoke of the company's commission system, position in the industry, and legal aspects of customer relationships.

While not directly part of the meeting schedule, Garcia's public relations program was making recreation news. The unusual sales meeting provided

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a natural story. Advance material was on the desk of Miami wire bureau chiefs before the meeting began. By pre-arrangement with Indies House, home-town stories on visitors from Maine to Portland flowed through the mails. Interviews with local sports and feature writers were set up and background copy provided. Key trade books were informed that here was something new in tackle sales meetings — a meeting at which salesmen fished.

#### Perfect Combination

Lenk feels with this meeting that Garcia has finally hit upon the perfect combination.

"We may change locale from time to time," Lenk says, "but we plan to stick to the successful format of this meeting."

"If all the meetings are like this one," one salesman quipped, "we'll all turn into busy beachcombers."

Lenk adds the positive values of

the meeting up this way: "Never before have we had such energetic participation in a sales meeting. More listening, more questioning, and more creative thinking came out of this meeting than any three we've had before. A sales meeting is intended to be a two-way street for useful information and ideas—neither we, nor our salesmen, can operate in a vacuum. We all profited at this meeting—and important, too, we got to know each other and respect each other."

Lenk and Garcia have come a long way since 1938 when the company imported such exotic commodities as Chinese musk pods and rhubarb roots. Its markets closed tight following the war; the company was in trouble. It was then and only by the purest accident that Lenk came across the Mitchell reel.

Rest is history and Lenk is not one to look back but ahead to an ever-increasing tackle market served by representatives and salesmen who know all about fishing. ♦



SALES MEETINGS

*mysh*

**"Don't forget to visit our booth. I'd like to show you our new model, 38-24-38."**

SALES MEETINGS/Part II SALES MANAGEMENT





**WELCOME KISS** by model Leah O'Grady on Chun King's advertising manager starts sales meeting aboard plane. Detroit food broker, TV execs attend.

## This Meeting Site Flies

**Chun King Corp. uses company plane as conference room to bring message of ad campaign to food brokers, TV station executives. Films shown on screen right in plane. Trip covered 34 cities.**

CHUN KING CORP., Duluth leader in American-Oriental foods field, had to merchandise an unusual, hard-hitting advertising campaign. Appropriately, it chose an unusual, hard-hitting series of sales meetings.

Chun King made a nine-minute film of Chun King's president, Jeno Paulucci, to announce the campaign. Company showed it with preview commercials to brokers and television station executives in a whirlwind tour of screenings at airports aboard Chun King's Aero Commander. The 14-day tour covered 34 key markets across the country.

Results: Brokers were impressed,

immediately began their own merchandising campaign that is resulting in record orders for the company. Television stations agreed to merchandise the commercials in two unusual ways, television spots and newspaper ads, both calling attention to the new commercials.

The "Flying Chinaman" flew 11,655 air miles, used 2,409 gallons of gasoline for the meetings. Some 240 long-distance telephone calls and 140 letters were needed to make arrangements. This was the sequence of events.

An advance letter was sent to television stations and brokers to an-

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nounce the meetings, give the airport, date and estimated time. Chun King arranged for an electric outlet near the plane to power the projector. Television stations were asked to alert the news department for coverage, which was one of the side benefits of the campaign.

Visitors boarded the plane and saw

the film with preview commercials. Thomas J. Scanlon, advertising manager, Paul Amerman, national sales manager, and Edward Farni, Minneapolis BBD&O executive, then discussed merchandising help with station executives.

They left a set of four teaser postcards with the request that stations

mail them to the food trade. Stations checked with the local broker to co-ordinate mailing lists. The four cards, featuring cartoon characters in the commercials, were sent on four consecutive days.

A suggested trade letter was also submitted to stations for sending on their letterhead to key buyers.

Stations received mat slicks for six two-column newspaper ads, which many agreed to run. Others plan to use them in their merchandising letter to the trade or in ads in regional food trade publications. Similar art was furnished stations for use as promotional spots on the air. Like the teaser postcards, these promotional pieces featured the cartoon characters.

Other station merchandising aids included scheduling Alice Rick, Chun King home economist, on women's shows; using products on giveaway shows; featuring products in display windows and billboards.

News releases were given to news programs covering airport meetings.

Each meeting was followed up with a letter to confirm the meeting and merchandising cooperation that stations had agreed to.

Here are excerpts from the film of Paulucci explaining the purpose of the campaign to brokers.

"You told us, 'More turnover.' You told us, 'The best way to get that turnover is to tell the Chun King story to Mrs. Housewife and the best way to tell the story to her is with continuing local saturation television.' That is exactly what we are going to do. All of our national advertising monies are being put behind an all-out saturation television spot promotion in your market that will go on month after month after month. . . .

"We believe our new products and our new advertising will convert Divider-Pak chow mein from a specialty item to a major part of America's eating habits. We believe it can become America's favorite one-dish meal. We believe it will result in extra sales for you — doubled, quadrupled, and more on all Chun King canned and frozen products."

The film with preview commercials were also shown to buying committee meetings on portable projectors, resulting in a rare opportunity for Chun King ability to address hard-to-see buying groups for a full 11 minutes.

The advertising and merchandising campaign cost \$3 million, a record. The successful series of sales meetings brought onto focus the full range of the campaign to the trade and even called consumers' attention to commercials. ♦

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Director of Sales





SCALE MODELS, 1/24 actual size, shows Chevy show's layout of inflatable buildings which house new-line exhibit and special movie of test run in new automobile.

## Chevy 'Blows Up' Its Show

**Inflatable buildings house Chevy's travelling show. Air pressure keeps structures up and water ballast keeps them in place. Cinesphere and Airosphere knock down into four-by-four-ft. packages. Show moves by van to 40 sites, mostly shopping centers.**

IN MUCH the same manner as a kid blows up a plastic swim tube, Chevrolet Motor Division inflates its Chevy Show structures to house this year's new line. (Only Chevy inflatable structures are technically more sophisticated.)

Entirely supported by air, the structures are quickly inflated at various shopping center sites. One structure is a loaf-shaped 100,000-cu. ft. exhibition hall used for Chevy's modern automotive engineering displays. Other is a theater sphere in which 185 spectators can experience, via spe-

cial movie, how it feels to take a new car test ride.

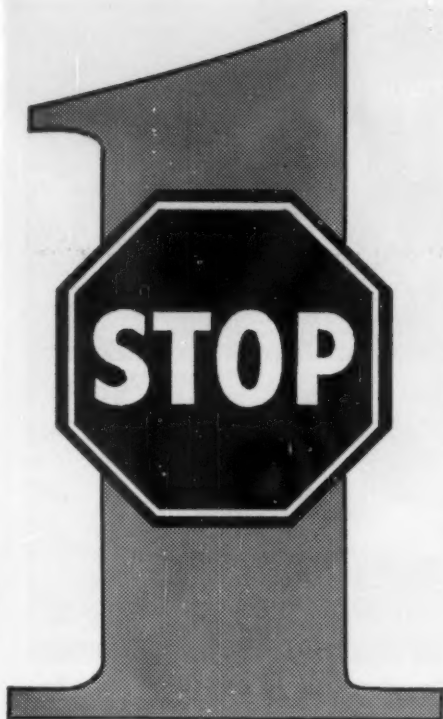
### Two Stories High

Approximately two stories high, the air-supported structures are said by Chevrolet to be the first of their type ever used for an automobile show. Called Airosphere and Cinesphere, the structures are made of vinyl-coated nylon and inflate from four-by-four-ft. packages to full size. Automatic blower system maintains constant pressure inside to support

the "buildings," which are air-conditioned as well. An equivalent to about .06 inches of air pressure is maintained inside to keep structures erect.

Chevy's red and white Airosphere measures 100 by 40 by 25 ft. Inside are displayed elaborate, hand-built exhibits with operating cutaway sections to explain the mechanical workings and engineering highlights of the 1960 cars and trucks.

All-white Cinesphere is an inflatable movie house of the same material that measures 46 ft. in diameter at the base and 20 ft. nearer the top.



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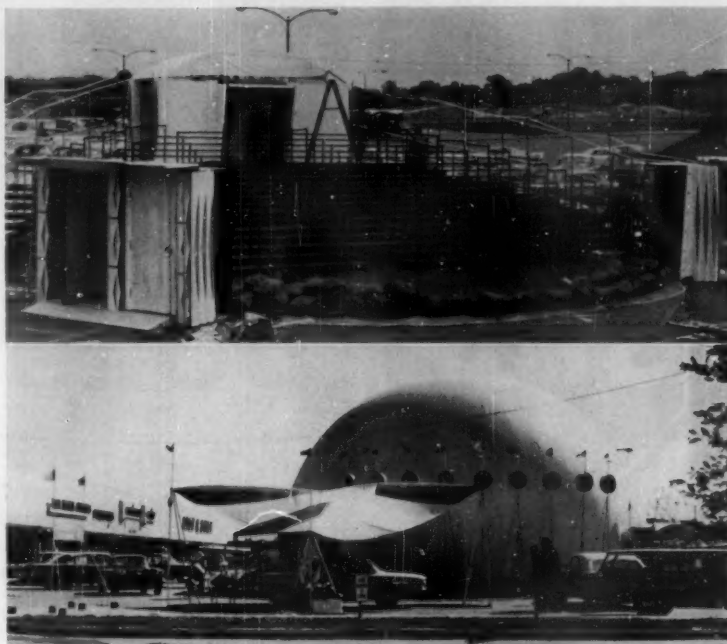
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*After June 15, we will be located at 1501 E. Ferry, Detroit 11.*

Inside, a standing-room gallery with handrails holds 185 people at one time. Movie to be seen stimulates an actual ride in a test car. With special film equipment and techniques first developed to train pilots, the movie takes spectators on a thrilling five-minute ride in a 1960 Chevy. Pictures were taken with a special 140-degree lens. Lens is then transferred to the projector and movie is shown on a semi-circle, 180-degree screen. Image on film has the same 180-degree arc so projected, picture is the same shape as screen. Result is a ride experience similar to those seen at Cinerama. However, only one camera and one projector is required by this process, developed after a year of research by Jam Handy Organization, show producers.

Both the Airosphere and the Cinesphere have revolving doors for entrances and exits. These doors allow people to enter and leave structure without greatly reducing the air pressure inside. However, when multitudes move in and out squirrel cage blowers automatically work harder to maintain the necessary pressure inside.

Exterior ballast boxes on the Airosphere contain 5,500 gallons of water to hold the structure firm. Equipment



**BEFORE AND AFTER INFLATION:** Cinesphere's interior setup allows 185 spectators to view film that takes visitors on "test ride". Film gives visual impact similar to Cinerama and makes on-lookers hang on to handrails for support.

inside the structure also acts as a stabilizing force inside. Standby generators provide emergency current in case outside power sources fail.

Chevy's Airosphere is hauled between 40 show sites (about 20,000 miles), in two specially built tractors with 34-ft. vans. A third van hauls mechanical exhibits to be shown inside. Cinesphere requires three such vans.

Adoption of the inflatable structures was Chevy's answer to a particular problem. Prior to this year, Chevy presented its new line at automobile shows. With the decision to take the show to the people, fully portable equipment had to be used suitable for quick erection in shopping centers around the U.S. Inflatable structures seemed to Chevrolet to be the answer. ♦

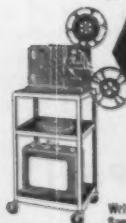


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# PUBLICITY

## the extra pay-off for your exhibit

**What to do and when to do it  
to get press coverage for your  
company, products, personnel.**

By DR. ARTHUR M. WEINBERG  
Vice-President  
Public Relations Dept.,  
G. M. Basford Company

FEW COMPANIES promote their participation in an industry show or exposition effectively. Most signal their presence at such shows as Design Engineering Show, or Metal Show, or National Plastics Exposition with a short news release on their exhibit (which is seldom used), direct invitations to customers to visit the company exhibit or suite, and perhaps a brief note or notice ("See us at ----") in company ads published in industry publications prior to or concurrently with the show itself. Yet, any company exposition participation involves expenditure of money on a well-designed exhibit, presence of carefully trained sales and engineering staffs, and participation of top management. Why not make it a *showcase* to . . .

- Launch significant new company products nationwide.
- Establish the company as a progressive, alert factor in the market place.
- Call attention to significant engineering contributions being made by the company.
- Establish company officials as spokesmen for their industry.

Key to such desirable promotion objectives is imaginative show-time use of proper publicity and public relations techniques.

Thus an alert organization that goes into a major national show with an exhibit should plan to announce a new development—product line, new service, or major engineering breakthrough—at show time and plan its advertising and promotion accordingly.

Often an industry exposition will coincide with a major industry technical and marketing conference. If this is the case, a little foresight can insure presence on the program of a company research director or engineer—or, where sales and marketing are involved, the company sales manager or market development director.

Finally, *presence* at such shows of company engineering, sales and marketing people provides an opportunity for these company people to meet and talk with editors and reporters from major industry publications. Possible outcome: Placement of technical or marketing stories of importance to the company and the field itself, or participation in a given publication's coverage of the exposition or technical conference.

Each of these situations is a news-making promotion opportunity for the company. Stories stimulated at an in-

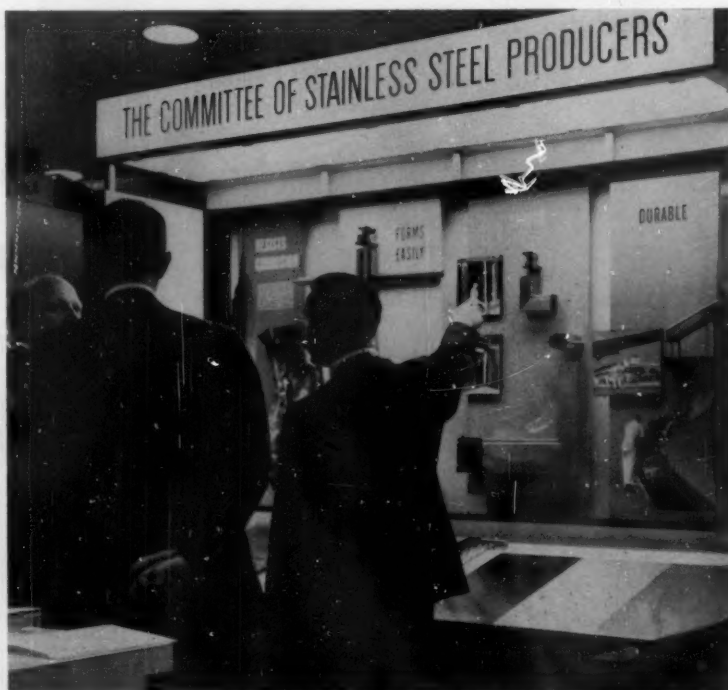
dustry exposition will not only appear immediately following the show, but will call attention to the company and its products for many weeks afterwards. Result: Customer inquiries and customer impressions as to leadership and reliability of the company in its chosen field.

Here's the way to go about the job:

### Planning and Coordination

Sales and advertising departments know in advance that the company will participate in a trade show. Careful planning with engineering and market development may uncover the fact that one or more company products will be introduced at the show or *could* be introduced at the show if initial announcements are speeded up or delayed. Launching of a new product or improvement on old ones means news to the industry or industries that the exposition attracts. Schedule this news for show time. Aim its release in such a way that editors who cover the show can use the items *before* company advertising appears.

If introduction of the product or engineering development is a new departure in the field, it may be worth while your scheduling a press reception at the exposition itself to launch it properly. In any event, prepare a



**COMPETENT SPOKESMAN** explains stainless steel industry exhibit to trade editors and architects at American Institute of Architects annual convention.

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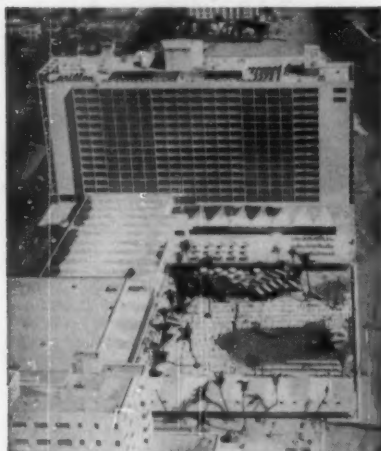
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## Check List for Effective Show Promotion

- Plan to introduce your newsworthy products or processes at the show. Coordinate publicity with sales, market development and advertising.
- Alert management to promotion timetable at the show. Enlist its cooperation in terms of statements and its help in editorial contacts.
- Check with show management on its promotion plans for the show. Tie in with special events, show newspapers, show releases, press room. Coordinate your plans with the show schedule.
- Place a company expert on show-conference program. Tie in with publicity on his speech; arrange interviews with editors for him.
- Prepare a market statement for a top company executive. Distribute it, first day of show, to business and trade press or at a press conference.
- Consider a press conference to present your important news, get editors to meet and interview company experts, call their attention to your company's exhibit and products.
- Tell editors that your company will be at show. Invite them, well in advance of the show, to the exhibit and company hospitality suite. Be represented in pre-show issues of their publications and help them get worth-while stories from company experts for post-show coverage.
- Make show publicity an important part of your company's year-round, planned promotion program!

press kit for the show. Be sure it contains:

1. News announcement on the product.
2. Market statement from sales manager or president on significance of product or process for the industry.
3. Technical release on product or process.
4. Release to describe the company, its processes and products.
5. Useful and attractive photographs.

If the show runs concurrently with a technical conference, try to get a speaker on the program. His talk should be covered by a news release,

of course, but it is also possible to arrange for the entire talk to be published immediately following the conference by an important technical journal in the field. This assumes that all papers given are not claimed by the sponsoring society.

Even though it is not possible to place a speaker on the conference program; or even if there is no conference running concurrently with the exposition, it may prove useful to explore market problems in the particular industry and issue a statement from a company executive on those problems. Such a statement should be released on the first day of the exposition. Newspapers and business publications are always on the lookout for these trend statements to supplement their own coverage of the exposition and its news. A striking and informative statement from a company rep-

representative emphasizes the alert, progressive nature of the organization and its place in the industry.

A number of weeks before the show, contact trade magazines that serve the industry to see what coverage they intend to give the event. Some publications have special issues just prior to or at the same time as the show itself. Your company can be in those special issues if you inquire soon enough about them and learn the editors' requirements. Presence in the "show" issues will arouse enough interest on the part of the editors to insure your company of careful attention in their follow-up issues. Prior contact of this nature may also inspire an editor to come up with a story idea of his own that someone in your company can write. Or an editor may alert you to a story opportunity that can be cinched at the show by bringing him together for an interview with a company executive.

In any event, be sure to tell your editorial contacts that your company is a show exhibitor. Make a special effort to invite them to your exhibit, and if your company is maintaining a hospitality suite, invite them there to meet important and informative company officials.

#### Learn Show Plans

Determine at the earliest possible moment just exactly how the show itself is going to be promoted. Many industry and association expositions employ publicity people of their own to publicize the show and arrange special events of interest to individual exhibitors. Some expositions sponsor special show newspapers, or cooperate with certain trade publications which distribute a "show" edition. Find out about these special publicity opportunities and be prepared to help your company take advantage of them.

Exposition management may be arranging a press interview to which a member of your organization can make a contribution. There will certainly be a press room where company officials can meet with editors and which will serve as a clearing house for press releases and announcements.

Should you decide to present your news at a press reception, it is imperative to know the schedule of official openings, banquets, etc., so that you won't have to compete for reporter attention. Be aware of special radio and television coverage that exposition press people may arrange. Quite often exhibiting companies can contribute special products or pronouncements to such affairs. And of course, exposition management may

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stimulate industry stories in the press. Your willingness to contribute to these and your ingenuity in cooperating with the exposition press office can go far toward calling editor attention to your company and its products.

#### At Showtime

Let's suppose that your company has a product or process whose importance to the industry makes its newsworthy; it's going to be introduced at the industry show and featured in the company's exhibit. Here

is the company plan of action:

Set up a press reception. Such a conference will enable editors to meet your technical, sales and administrative staff, learn about the new product and stimulate editors to drop by the company exhibit for additional information and to learn more about the company itself.

Time and place for the conference will depend on show days and hours and what "official" ceremonies will tend to monopolize press attention. At G. M. Basford Company we've found that a press breakfast is often useful. Timed for 9:30 in the morning, it seldom interferes with other planned activities during a busy show day, and can be concluded at about 11:00 a.m., just in time to take editors over to the company exhibit before the show opens.

We arranged such a press breakfast for Compagnie Technica Industrie Petroli (C.T.I.P.), an engineering firm in the petroleum and chemical field that was well known in Europe but little known in the United States. Occasion was World Petroleum Congress and Exposition, New York City, in June, 1959.

Company officials wanted to let

American companies know that they were exhibiting in the United States, and they wanted chemical and petroleum publications and New York City business press to meet company officials and see the company exhibit. A carefully timed breakfast reception at a leading New York hotel in the vicinity of the Coliseum brought editors and company officials together before the exposition opened for the day. The reception broke up just in time to permit the entire group to be squirmed directly to the C.T.I.P. exhibit.

Result: Press coverage in New York papers, attention in both the chemical and petroleum press. And next time a news release comes to editor-guests from C.T.I.P., the company will get extra attention because it is now known.

#### Afternoon Reception

An afternoon cocktail reception can work, too. If it is scheduled for late afternoon, you can arrange to meet editors at the company exhibit, then see that they get over to the party together. But, regardless of when the conference is scheduled, make sure that proper technical information is distributed, that questions are answered fully, and that press releases cover pertinent information on the product, company, and market possibilities for the product.

Be sure, too, to ask especially interested editors to join you later at the company suite or arrange to meet them during show hours at the company exhibit or press room. Don't forget to leave copies of the press kit in the press room after the affair is over. Editors attend shows at various times during the week; they always check the show press room to see what's going on, and to pick up company news releases.

Presence of editors at the company exhibit, company suite or at a press party requires that company sales people, engineers, and executives understand the importance of these editors to company promotion needs. This means quite simply that the entire staff must be briefed on company policy with respect to its markets and its products. Each man at the exposition is an important representative of his company. If he himself is not a spokesman for his company, he must at least know who is a spokesman and be prepared to introduce an interested editor to that man.

Let's suppose that your company has arranged for one of its experts to speak before a technical session at the trade exposition. There are some simple but important things to do at

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show time to insure best coverage of his talk. First, let editors know when and where he'll be speaking and tell them why his subject is important. Make up a news release to cover high points of his talk. Have copies of the entire presentation (complete with photographs and charts) available after he's spoken. Be sure that all this material is in the press room and offer interested editors a chance to meet with the speaker in private so they can try to develop their own stories. Result: News coverage of his talk; possible placement of the entire paper in a leading industry publication.

#### Papers Promote Image

Publication of such papers and subsequent distribution of reprints help promote the company's image, build up the speaker's importance to his field, emphasize the importance of the subject matter itself.

At the same exposition—World Petroleum Congress—another G. M. Basford client, Montecatini of Milan, Italy, had been asked to present a paper on certain new elastomers made from various petroleum gases. In this case the technical paper was printed in full with charts and illustrations by Montecatini and made available to those who attended the particular seminar. This is normal practice. At the same time, however, the paper was synopsisized, a news release was written on it, and the entire package was made available to the chemical, petroleum and business press.

Invitations were sent out to interested editors some of whom were alert enough to ask to meet with the speaker after he had given his paper. Those publications which couldn't send representatives received the material by messenger or mail and were called in *advance* of the speech to make certain they understood the importance of the speaker's contribution to their fields. News coverage was excellent. Content of the speech was genuinely newsworthy, of course, but it might very well have been passed over in the flood of other equally interesting speeches given at the Congress.

#### Trend Statement

Suppose the company has no new product or process to talk about at show time and there is no company expert scheduled to present a paper. The company can still attract favorable press coverage by issuing a trend or markets statement over the president's, sales manager's or market development manager's signature. As

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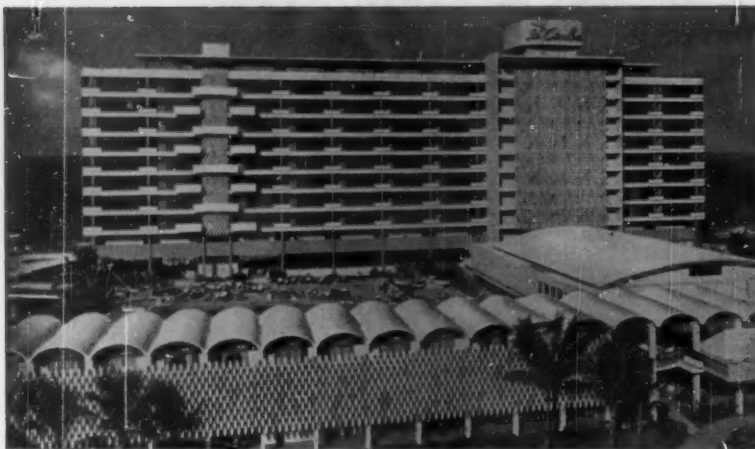
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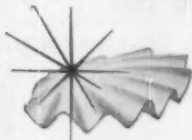
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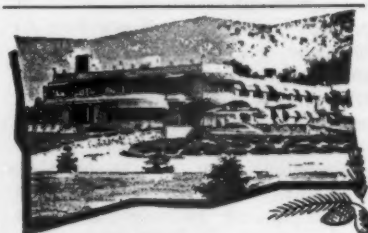


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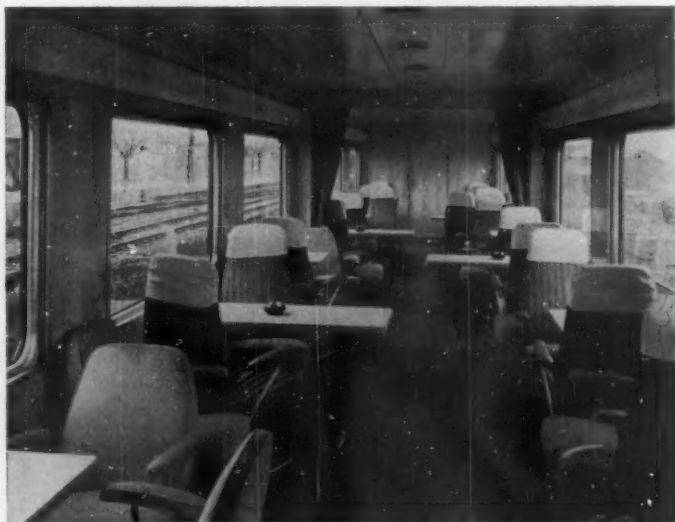
noted above, such a statement may prove especially useful to an editor when he begins to write his own industry survey or exposition story. And remember, each time the company's name appears in print in a positive way, the company and its products are promoted directly to its customers, making eventual sales jobs easier for everyone.

Thus, just before a recent National Packaging Exposition, sales manager for polyethylene sales, U. S. Industrial Chemicals Co., released a forecast statement on increased consumption of polyethylene sales. The statement made a prediction on the size of the future market, indicated some of the problems plaguing the industry, and suggested some solutions currently underway. This carefully thought-out statement received wide coverage in plastics and packaging magazines of direct importance to the company in its marketing efforts.

And what if it isn't possible to send out such a statement? Well, it's always possible to see as many editors at the show as possible, invite them to the company exhibit and hospitality suite, introduce them to company sales and technical management. Contacts made at the show may prove useful at some later date. And sometimes an alert editor will find a company or technical story that the management took for granted or completely missed.

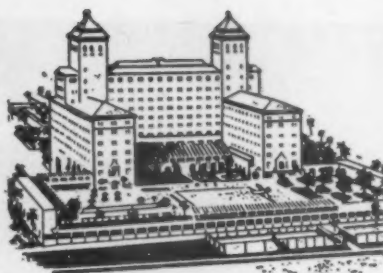
#### Know Potential

The industry exposition involves a fair expenditure of company promotion funds. A little understanding of its potentiality as a publicity-making opportunity will go far toward making that expenditure pay off in countless positive promotion and sales benefits in the weeks following the show itself. Don't let the opportunity go by default. ♦



#### Swiss Have Rail Meeting Site

**RAIL CONFERENCE ROOM** is special car offered by Swiss Federal Railways to executives to hold meetings aboard en route to their destination. Rail car is a time saver for those who travel on a tight schedule in Europe and must confer. Car can be attached to any train and is equipped with kitchen facilities.



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4. Personal attention to every detail—large or small—by an experienced staff coordinated with the Hotel Corporation of America's famous team of Meeting Specialists.

5. Quick, easy access to all the fabulous sport, diversionary, entertainment and shopping areas which have made Palm Beach world-renowned.

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In Dallas ..... 211 Erway Street





**CALLIOPE** whistles carnival welcome to AC salesmen who arrive at airport to attend company's national sales meeting.

Old-time musical instrument, popular in showboat era of yester-years, is borrowed from Lions Club, Capac, Michigan.

## Carnival Spirit Sugar Coats Speeches

**AC Spark Plug** slates 26 speeches for its conference but uses carnival atmosphere to make them palatable. Imagination is applied to introductions, props. Meeting is company's biggest.

**GAY CARNIVAL** atmosphere was used to herald AC Spark Plug's (division, General Motors Corp.) new ad-

vertising and marketing plans for spring and summer. AC's spring national sales conference was largest

and most elaborate in the company's 52 years; one of the most ambitious, too.



**GOLF CART** entry is made by Western Sales Manager, Paul Trainor and Jim Grimm, his eastern counterpart.

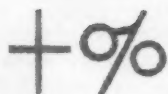


**IN KEEPING** with carnival motif, AC's Glen Fitzgerald uses attractive model to press home point, you can hit the target every time.

## MAGIC FORMULA?



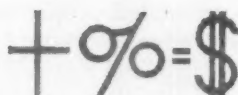
**No . . . this is the only sensible formula to use to create an incentive trip program that produces RESULTS. Here's why . . .**



Your objective for an incentive travel program must be clear and realistic. It should be based on this simple proposition: How many profit dollars will result from a percentage of additional sales?



If your sales force (salesmen, distributors, dealers) can be stimulated (realistically) to add sales over quota, how much profit (or lack of loss) will result to your company? It is only when you establish this dollar figure that you can wisely plan an incentive program that pays off.



This formula is deceptively simple, hence many marketing executives by-pass it. From our more than 28 years' experience in counselling with America's "blue chip" companies, we have devised formulae, ideas and procedures to inspire greater profitability. We can show you how to analyze potentials for increased sales through incentive programs. We can point out what to do — and what to avoid.

From original plans to complete incentive trip arrangements, The Iger organization can help you to invest a percentage of added profit dollars to reach your goal. If added profits are your goal, you owe it to yourself and your company to investigate The Iger approach to successful incentives.

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Fred Harvey, 530 West 6th Street, Los Angeles 14, California. MAdison 7-8048

## Keys to Good Meeting

Merchandising Department at AC Spark Plug was responsible for plans and production of AC's Spring three-day National Sales Conference. John R. Church, director of merchandising, has some suggestions for anyone who plans a sales conference. He calls them the keys:

1. Provide showmanship along with your sales message to heighten interest. Guests are more likely to stay alert and remember your message. Use of background music whenever possible is one example of showmanship. Good props can do a lot to increase showmanship and can be helpful to illustrate important points of a speech if selected with care and imagination.

2. Avoid involved charts and slide presentations whenever possible. Frequently slides can be replaced by cards. Attention can be drawn to the cards by use of spotlights or by having them carried into the meeting by an assistant.

3. Continuity is a must to hold attention. Analyze your meeting carefully and select your primary goals. Then choose decorations and props that will continue one central theme all the way through to those goals.

4. Remember, all details of planning and producing a meeting are important and must be handled to assure success. Seemingly small things can ruin a meeting if not handled in advance. Details such as check-room facilities, seating space, ventilation, light, temperature control, ashtrays and drinking water should be considered.

5. Practice is extremely important. No matter how well a meeting is planned in advance, it will fail if people stumble through their parts. Guests are quick to sense confidence (or lack of it) in the way the material is presented, and that will effect the way the material is received.

6. Designate one man to produce the meeting. Give him complete authority and responsibility. He can keep track of what is being done on various presentations and will have the knowledge and authority to keep things moving.

"Good sales meetings don't just happen," Church concludes. "They are the result of planning and hard work. Anyone can have a successful meeting by using showmanship, continuity, detail and practice."

What do we mean, ambitious? Any conference that attempts to schedule 26 speeches and two movies in three days and not bore attending sales representatives is ambitious. That's what AC attempted, but to soften this stern schedule company executives were presented in an uncommon manner.

Each speaker was introduced in keeping with the carnival theme. For

example, W. J. "Speed" Oldfield, director of advertising and promotion, arrived for his presentation on stage with a French beret, dark glasses, scarf, and snazzy jacket in a late model sports car. Director Glen R. Fitzgerald, engineering and equipment sales, was assisted by an unattractive model with a gun during his speech. Idea was to jazz up the program, but theatrics had method.



In addition to comedy, it tended to dramatize the speaker's point.

"We believe in showmanship to help carry the idea to our people," Edger H. Francois, general sales manager, explains. "Some of the material, such as a market analysis or a detailed engineering talk, could have gotten involved and interest might have started to lag.

"So we dressed up the speeches to hold attention and give a visual interpretation to associate with the ideas we're trying to get across," Francois explains. "We think it helps the salesman remember and use the information in his everyday contacts."

Props ranged from a row boat to a 1960 Buick, from a small rifle to an elephant gun, from a harem chair to a surgeon's scalpel, and from mice to 12-ft. high elephants.

AC's national sales conference had three objectives, according to Francois. Primary goal was to give details of the Spring sales campaign to the field sales force. In addition, conference provided an opportunity to explain sales objectives to top management groups—such as men in engineering and purchasing, who might not otherwise know what sales is trying to do. Thirdly, an extra showing was held for plant managers, superintendents and other supervisors after the sales force had left. This meeting after the meeting gave management an opportunity to present the sales picture to the entire AC management group.

Another benefit from the sales conference was management had an opportunity to express its appreciation to the sales group. "Salesmen, like everyone else, work best when they know they are needed, appreciated, and part of the team," Francois explains. "We believe our AC sales team is one of the best in the nation, and we want to let them know that we appreciate the job they are doing for us."

Management had plenty to be appreciative about at this sales meeting. AC Spark Plug replacement sales during February were at an all-time high for that month. Joseph A. Anderson, AC general manager and vice-president, General Motors declared: "This is the tenth consecutive monthly record we've established in replacement sales. I believe it is a good indication of the kind of job you people are doing for us." Anderson addressed the AC sales force when he made that statement.

Sales meeting was used to open new markets for AC spark plugs. With boats sweeping the nation as a favorite family recreation, and an estimated 18-million families owning

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Let Northeast help you make your next convention the **best ever**. For more information, call Al Rondeau, Northeast Airlines, Logan International Airport, Boston. Call him today.

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power lawn mowers and garden equipment, AC management feels this presents a market worthy of serious sales effort.

AC dealers should get lots of action in the marine spark plug market this Spring and Summer when dealers display colorful, Sparky surfboard promotion.

Two plastic surfboards—each 23½" long by 14" wide are provided with fitted cardboard cutouts that feature Sparky and an actual rust-proofed marine spark plug. Surfboard will support the largest child and most adults as well. It makes an ideal gift for any deserving customer when the promotion is completed. Included in the display are Sparky and Trapper inflatable vinyl beach toys.

Also introduced at the conference was a five-point merchandising program designed to increase sale of plugs for power lawn mowers and other small engines to help AC dealers get a larger share of the booming market. Featured in the promotion is AC's eye-catching green spark plug to attract the attention of home gardeners.

Each plug is packaged in an individual blister pack attached to an individual display card. On the back of each card is a list of power lawn mowers manufactured in the U.S. that use that particular type of plug.

Lawn mower plugs, salesmen were told, present no inventory problem since only three types give the dealer 85% coverage of the entire lawn mower spark plug market.

Salesmen were told by sales executives that they will have some help to boost sales during the Spring and Summer campaign. AC offers dealers a sales contest with prizes. Prizes range from special premium gifts to husband and wife week-end vacation trips at resort areas within the country. In addition, AC will give 120 top prizes of five-day man and wife trips to Jamaica.

"We feel this will be the biggest and best sales campaign we've ever sponsored," Francois told salesmen at the conference.

Lots of midnight oil was burned by the AC sales department the last few months before the Spring conference. Plans had to be made to cover transportation, room reservations and meal arrangements along with the many details of the program itself. Sales conferences are considered an important part of doing business at AC. AC holds two each year in conjunction with its Spring and Fall sales campaigns. However, there is not much rest because the wheels are already turning to make next Fall's conference even better. ♦

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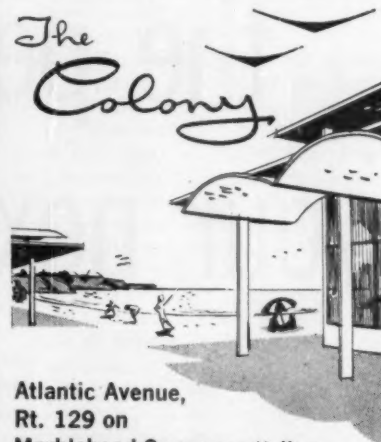
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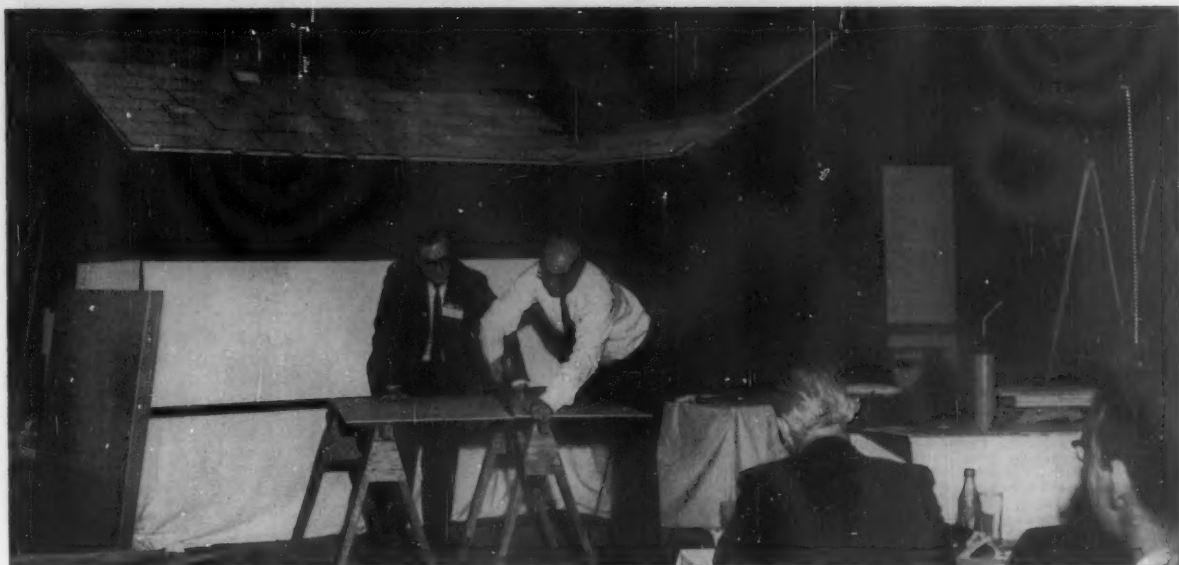
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**HALF OF TEACHING** is showing salesmen how to use products at "Carey College of Product Knowledge," Cincinnati. Merchandising director K. A. Schmidt saws asbestos cement flatboards before applying it to side of model house.

## Meet to Catch Up on Products

**Without a national sales meeting in seven years, Carey found salesmen didn't know all company manufactured. To get product knowledge—on over 400 items—to salesmen quickly, Carey stages consecutive meetings: first for newer men, second for everyone.**

**HOW DO YOU** prepare a sales force to take full advantage of a product line of more than 400 different items—without getting salesmen hopelessly confused?

This problem faced sales and merchandising executives of The Philip Carey Manufacturing Co. as they scheduled its general sales meeting at Terrace Hilton Hotel in Cincinnati. It was the most ambitious sales meeting in the building material firm's 87-years. In addition to Carey's own sales force, representatives of the company's Lehon Division would also attend.

Named meeting chairman was Carey's director of merchandising, Martin V. Coffey. Stocky, white haired Irishman in his sixties, Coffey stated the problem: "Our product line has been growing, and we have not had a general sales meeting in seven

years. Some salesmen have been with the company for two weeks, some for many years. They have one thing in common—they all need to know about their company's products to do a thorough selling job. In fact, some have never heard of some of the products they should be selling."

Such a situation is not as incongruous as it might sound. Carey now manufactures and markets some 430 products for the building industry, highway and pipeline construction, and manufacturing industry. Relatively few of the approximately 250 men in the Carey and Lehon sales forces are product specialists. Most of them are authorized to sell any product within an assigned territory.

"There is a natural tendency to specialize in a few products familiar to the salesman," says Coffey. "As a

result, we are getting spotty representation. Many salesmen are penalizing profits for themselves as well as the company by not being familiar with the entire line.

"A man selling shingles to a development builder might have been missing a large order on dampproofing, door chimes or doors simply because he does not know we produce these products or he has forgotten."

There was no doubt that a general sales meeting was needed. Problem was to design a sales meeting to meet the need.

Gradually this concept emerged: There should be disseminated information about everything Carey manufactures, to give a complete picture. In addition, individual attention should be given to salesmen to turn their weaknesses into strong points.

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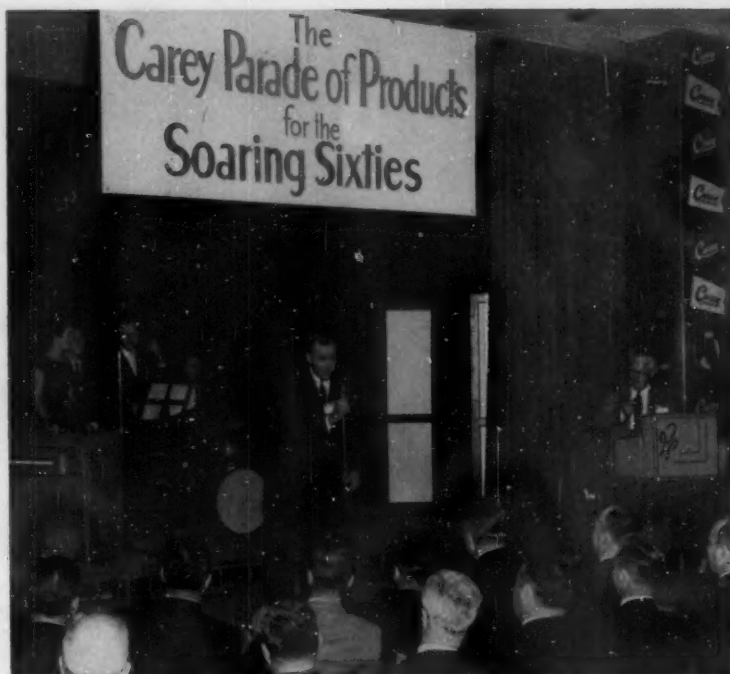
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CHATTANOOGA, TENNESSEE

Write John K. Williams  
Sales Manager

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"WHAT'S OUR BUSINESS?" program brightens second week of Carey's sales meeting. Merchandising managers deliver verses on product line to music.

Obviously, there were a lot of physical preparations necessary, and there were some complications. First, Carey had a lot of information to impart in a fixed amount of time. This suggested a meeting basically in one location, with no more travel than absolutely necessary. It also called for certain equipment and service which had to be brought into use.

Consequently, it was decided to hold the meeting at Terrace Hilton Hotel. Salesmen could stay at the hotel. Serving meals posed no problem. Lighting and public address system could be arranged with the hotel with little difficulty.

All sessions were held in the Skyline Room (the hotel's ballroom), an adjoining foyer, and a nearby meeting room. The hotel offered another advantage to Carey. Its ad agency, Farson, Huff and Northlich, Inc., is on the seventh floor of the hotel building. Hilton's Skyline room is on the eighth (so is the lobby). This is an unusual layout for a hotel which starts on the eighth floor. (Underneath is all office space.)

FH&H provided a "branch office" for Carey. Agency office became, in a sense, a prop room. Not only was the arrangement convenient, but since agency personnel were acquainted with key people in the hotel service was speeded.

Other occupants of the building did their part too. For example, a dentist

on the seventh floor said he would lend his stuffed sailfish for a skit during the sales meeting. Some agency people had seen the fish, but the person who made the arrangements by phone had not.

**Complications First Day**

Complications were to set in the day of the meeting as a result of the oversight. On the day, an agency secretary was told, "Go get the fish!"

In a few minutes she came back looking somewhat dazed. "The fish," she reported, "is almost seven feet long. And it's heavy. And it is nailed to the wall."

Fortunately some one came up with an alternate. A firm of certified public accountants also on the seventh floor had a sailfish. This was slightly smaller: six feet long, 125 pounds, and portable. It was rushed up, placed for the skit, and returned without incident.

In the skit where the sailfish was used, a salesman was trying to find the "hot button" of the prospect. It turned out he was not interested in fishing at all. (His brother-in-law caught it.) However, he did have a "hot button," and when the salesman touched it a light on the prospect's lapel lit up (by means of a battery in his pocket).

There were other improbable but necessary props. For example, a bad-



# Where you CAN mix business with pleasure

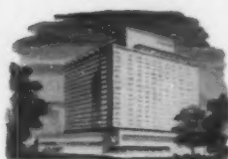
Whether you're ten or two thousand, plan to get away to a spot where you can buckle down when there's buckling down to be done . . . let loose and relax when the day's work is over. And remember, it's hard to resist a convention call when you offer delegates the chance to get away from it all, to Caribbean sun or gay Montreal.

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## El Panamá Hilton

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Some of the most progressive organizations have turned to El Panamá Hilton for their conventions. Serving up to 1200 persons, this beautiful hotel has its own tennis courts and pool.

## Caribe Hilton

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## Dell View

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## FAR HORIZONS

ON THE GULF SARASOTA FLORIDA

FU 8-2163

minton racket and bird. A Carey executive, in the course of a discussion on repeat business, tossed the bird at a model, who returned the bird to him. Idea was to dramatize customers coming back.

There was other planning on the more serious side—all aimed at reducing confusion. Each salesman received an instruction envelope as he registered. Kit contained: program, timetable, answers to anticipated questions, identification badges, pencils, note pads and meal tickets.

#### Handouts Mailed

Problem of what salesmen were to do with literature and sample handouts was eliminated. Each man received a mailing carton to keep in his room. He was advised to place all material in the carton and mail it to his home. Material was distributed before each session.

Printed summary was presented to salesmen at the end of the meeting. They knew in advance they were going to get summaries, so extensive note-taking was unnecessary.

Hotel personnel were briefed thoroughly on the nature of the meeting, and the need for close timing. Planners outlined four basic room arrangements to be used through the entire sales meeting. Hotel personnel, on cue, set up the following arrangements: classroom style, with tables for writing; auditorium style, chairs only; banquet style, round tables; private discussion group layout.

#### Pinpoint Weakness

Another problem was to pinpoint individual weaknesses for each salesman. To pinpoint weak areas, questionnaires were sent out to district managers asking them to list the products where the salesmen under them were weak. After report-questionnaires came back, the main office assigned salesmen to proper sessions.

On the basis of reports sent in before the meeting, Coffey assigned salesman "Joe Janes" to Corrugated and Thermo-Bord seminar at 8:30 in the morning. After the session, Joe moved on to the Highway and Pipeline discussion, and from there to Paints, Coatings and Emulsions.

After he had attended all assigned sessions he was free to visit any table he wished. He was encouraged to ask questions to fill in any possible gaps still left after eight days of lectures and demonstrations.

First week of the meeting was attended by salesmen who had not previously attended a headquarters sales meeting, and was dubbed the "Carey College of Product Knowledge." This

was six days of intensive instruction, by lecture and demonstration, on the manufacture, sales delivery, installation, and in-use inspection of a long list of Carey and Mule-Hide (Lehon) products.

Included in the program were field trips to Carey's main plant and general offices at nearby Lockland, Ohio, and the company's Miami Cabinet Division at Middletown, Ohio. Carey college students put in a 16-hour day on the latter trip.

To follow the "college" was a three-day session termed the "Carey Parade of Products," which was attended by the same group plus all other Carey and Lehon salesmen, divisional vice-presidents, district managers, and other members of Carey's sales, administrative and manufacturing staff.

An important consideration was that of keeping interest and enthusiasm of the audience as high as possible. Variety of visual aids and projection techniques were used. Two small houses were built inside the hotel to demonstrate use of Carey products. A vocal group, and later a brass band, performed the original Carey song. Product managers and other executives became actors in skits. An added feature was the University of Cincinnati "Barkittens"—a dancing chorus featured at U.C. football and basketball games—danced into the Terrace Hilton's Skyline room to entertain the sales representatives.

#### Round Tables Last Day

On the last day, the sales meeting broke up into round-table seminars. Each discussion group was led by a product group merchandising manager, who answered any questions by the salesmen.

At the concluding banquet, Carey's president, John W. Humphrey, took the sales force behind the corporate scenes to let them know how the company was doing, and what was planned for the future.

"Competition will be tougher in the Golden Sixties," Humphrey reported, "but we're OK—we're ready for them." He told of 1959 sales totaling \$73,203,888 with net earnings of \$3,306,331, and he disclosed plans for both immediate and long-range expansion programs.

"Carey is definitely on the move!" Humphrey assured the salesmen.

Reaction to the two-session sales meeting was probably expressed best, with one salesman's remark, "They sure packed a lot of information into a few days. It would have taken me more than 20 years out in the field to have learned this much about our company and its products." ♦

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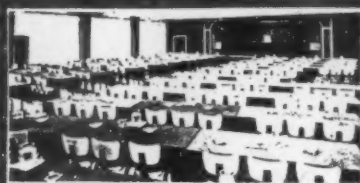
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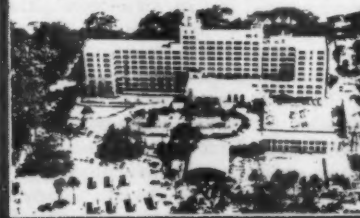
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"Full facilities."

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**E. J. TOOLE, General Manager**

**Oxford House**

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# How'd You Like



AREA MANAGER Gil Lueke and wife Ethel settle "Who's to clean barn."



NATIONAL TRAINER LeRoy Timmer offers "dessert" to another diner at Easterling bean eater's table. Main course is baked beans, but this bean is a jelly bean.



"Gold Nugget saloon was never like this," says big boss Jack Luhn (left).

THERE'S NEVER BEEN a scarcity of sales meetings in which a "round-up" or Western motif have figured, but that didn't stop Chicago's Easterling Company. It rounded up its sales force recently and corralled the colts and fillies at the plush Villa Moderne motor hotel in nearby Highland Park. Result: Pure mayhem, plus enthusiasm for the company.

During four springlike days, passersby on the big north-south Edens Expressway braked their cars slightly as they neared Villa Moderne. The scene resembled either a rustler's rendezvous, cattle and all, or a movie outfit on location. Those cows were real purebred Herefords, and that billy goat was for real, too! But the cowboys and Indians cavorting in the area were 150 members of Easterling's nationwide sales organization.

Six of these people were awarded a Hereford cow each as recognition of sales performance during a four-month pre-meeting contest, and their prizes are due to multiply, since every cow is "expecting." The goat, named Napoleon, was booby prize, and it

went to none other than Easterling's assistant sales manager, I. D. "Red" Voldness.

Easterling Company, which operates on a club and customer referral plan to market its high grade sterling, fine china and Tuscan ware, marked its 15th anniversary with this "Hustlers' Round-Up." Organization of the whole affair was tossed in the lap of Don Donahue, sales promotion manager for the company, and he started the ball rolling with the announcement of the round-up in the Nov. 30 (1959) sales bulletin. Salesmen and women read of the forthcoming "Western hospitality" at the round-up which was to take place "after winter pasture," in the "Villa Moderne bunkhouse, best in the Midwest."

They were told that the "herd bosses of the Eastern, Mid Eastern, Mid Western and West Ranges will compete," and that hustlers from winning areas (ranches) will "eat steak — hustlers from losing ranches will eat beans." All hands were warned that "Samantha"—an expect-

# to Win a Cow?

Six salesmen did take home cows (all pregnant) from Easterling's sales meeting. They won the Herefords for sales performance and were honored Western style.

By DAVID J. ATCHISON



TIP of cow's tail is runner-up's award in Easterling quick draw contest. Joyce Gold holds up prize at banquet after she receives congratulations of vice-president Hedge.

tant Hereford—would attend and that a cowgirl and a cowboy "volunteer" would care for Samantha.

Subsequent issues right up to April 10 kept all ranch hands aware of their scores and when all gathered at Villa Moderne, each individual knew what his victuals were going to be—steak or beans.

► While the ranch motif was carried out right up to the final buffet luncheon in Easterling's Loop office on Wednesday, April 13, all was not tomfoolery. In the motor hotel's meeting rooms, the group listened and learned. Such subjects were covered as "New Tools and Improved Techniques for Coaching Classes and Practice Sessions", "Samples, Contracts, Supplies, Promotions, Credits and Collections";

"Orders, Correspondence, Commissions and Shipping," plus clinics on "sales" and Easterling's new flip chart program.

"Steak and Beans Banquet," on Monday evening, featured casual cowboy dress. Prizes were awarded for the best cowgirl and cowboy costumes, and Round-Up champions were presented there Herefords (and goat). The evening was run out with a square dance, which was said to be enjoyed even by the bean eaters. Latter's menu was interesting, if not appetizing. Their complete seven-course dinner consisted of:

Dillon's Bean Salad; Beans a'la Sow Belly; Boiled Lima Beans; Crumbed String Beans; Bean Juice, and for dessert—a jelly bean. The aperitif was a Tums. ♦



"RED" tries to figure out what to do with a goat, a most unwilling prize.



BEWHISKERED bean eater dances with cowgirl, who prefers to wear mink.



**TOTING SIGNS**, some 60 "delegates" designate states from which they come to participate in Webster's sales convention.

Political theme gives continuity to lessons on sales techniques and keeps meeting mood in step with election year excitement.

## Political Theme Makes Early Entry

**With political conventions now making the big news, theme can be expected to blossom at sales meetings. Webster Electric may have been first this year. Easy theme on which to hang meeting.**

PROBABLY first to take advantage of 1960 political convention year, communications division of Webster Electric Co., Racine, Wis., staged its entire three-day annual sales meeting in this motif.

Some 60 national sales reps met Feb. 1-3 in Louisville and were greeted the morning of the first day with a specially prepared newspaper delivered individually to their rooms. Practically the entire front page of the newspaper was filled with "political" news about the upcoming meeting. Even the banner headline read, "Webster Elects to Lead in '60."

As the men gathered in the ante room of the convention hall they were given identification badges specially imprinted, "I Like Webster." Each

was given his state banner to carry, and at a given signal they all marched into the hall chanting, "I Like Webster," a la Eddie Cantor. Convention hall itself was professionally decorated to a political motif.

"Keynoter," Kenneth P. Jensen, communications division sales manager, set the scene with a welcome and introduction to the program. Jensen and a six-man "Resolutions" Committee then proceeded to lay down "planks" to form the sales platform of Webster's communications products. Each member of the committee described new and improved products, their sales features and what the state delegates were to do about them when they returned and talked to their respective constituents.

Meeting proper was carried in a serious vane, but the political convention theme gave it smooth flowing continuity. Seven planks offered were Teletalk, Telecom, Sound Components, Leasing, Public Relations and Advertising.

"Balloting" took place the second day during which each delegate was given the opportunity to ask questions, voice objections, make suggestions to the Resolutions Committee.

Part of the fun of the convention consisted of a "Raucus Caucus in Franklin's Smoke-Filled Room" . . . a party sponsored by Webster's advertising agency, Franklin Advertising, Inc., Milwaukee.

Third day was a field trip to Webster's new plant in Lebanon, Ken-





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tucky. It was a 60-mile bus trip with  
the bus suitably decorated with Web-  
ster "political" signs. After the plant  
tour, sales reps were greeted and  
hosted with "country ham 'n fixin's"  
by the local politicians including the  
mayor, chamber of commerce presi-  
dent and other community leaders.

Wright Dent, Webster's ad man-  
ager who engineered the entire po-  
litical project, says, "once the theme

was set, everything fell into place. It  
turned out to be one of the easiest  
yet most effective sales conventions  
we've ever produced."

After sales reps had returned home,  
they received a second newspaper  
which described the meeting in de-  
tail, reviewed all speeches and showed  
activity photos. Front page head-  
line blarred: WEBSTER DELE-  
GATES PREDICT LANDSLIDE. ♦



**Another "Political" Convention**

ALTHOUGH NOT FIRST, Weldon Pajama Co., Williamsport, Pa., also  
employed a political motif to its semi-annual, April sales convention.  
(Most likely Weldon will not be last to capitalize on the political year.)  
Only things missing from this "political" convention were smoked filled  
room, inter-party rivalry and politicking in general. Major reason for  
un-competitive situation was retailers (at least by end of the meeting)  
who agreed they could "Win with Weldon," convention theme. Life  
size photographs with convention slogan prominently decorated room.  
Portraits were members of Weldon management who enlisted retailers'  
support of the company platform. Delegates wore large "Win with  
Weldon" buttons. Excitement mounted as Weldon candidates presented  
the new sleep wear fashion. Delegates worked in a shirt sleeve at-  
mosphere as company "bigwigs" fully outlined the campaign job to be  
done for these fashion delegates in the retail market.

# Good Films Make Meetings Wanted

Distributors are willing to pay time-and-a-half to have their men attend Grey-Rock sales meetings. Program combines merchandising, entertainment, success story.



"YES, YOU" gestures Grey-Rock representative to make emphatic point on sales technique before group views film on profit story.

WHAT IS THE BEST approach when your primary sales target is the man behind the man who sells the consumer? When you must impress this "third man" with your product and with a sales-service-profits concept he in turn will sell the retailer? And when your sales meetings in many cities must be held during evening hours—in competition with a strong "competitor," the "third man's" family life and leisure?

This multiple sales meeting problem is met—and solved—almost daily across the country by Grey-Rock Division, Raybestos-Manhattan, Inc., one of the world's largest manufacturers of brake linings. Motion pictures play a major role in the Manheim, Pa., manufacturer's solution.

Grey-Rock sells principally to auto parts distributors. Distributors sell to service stations, car dealers and garages, who in turn sell to car owners.

To its distributors, Grey-Rock sells: (1) its products, quality leaders in the field for many years, and (2) brake service profit story for service stations and garages, with sales and merchandising aids.

Grey-Rock relies on its "third man" distributors to pass this profit story on to retailers. They do.

First and most important problem is to interest Grey-Rock distributors in holding meetings for their salesmen. This is not too difficult, because

Grey-Rock has built a reputation for "good sales meetings" among its distributors and gives much of the credit to its professionally produced motion pictures.

## \$ Is Gauge

There is a good gauge, ruled off in dollar signs, by which Grey-Rock can judge the pulling power of its meetings. Many distributors must pay their own salesmen time-and-a-half to attend, and they pay it.

Motion pictures work at Grey-Rock sales meetings in two ways. First is a sales film which illustrates new products, new merchandising aids, past successes and future plans. A second "entertainment" film usually depicts one of the classic stock car races of the past year.

## Formula of Success

The 1959 and 1960 Grey-Rock sales meeting programs and films illustrate the formula of success—drawing attendance, selling products and a concept, and backing that concept with material merchandising.

For 1959, Dynamic Films, Inc., produced a 14-minute, 16mm color and sound film which wove vital auto brake statistics into an informative and entertaining story. The statistics: Six out of seven drivers are willing to

have their brakes inspected if asked to do so, and at least one of every three cars inspected needs a brake job.

To transform these statistics into profits for the service station operator, the distributor (and Grey-Rock) film urged a "P-L-S" program: "Pull a wheel. Look at the brakes. Show the customer the condition of the lining."

P-L-S, the film said, takes only 10 minutes. The driver is interested because his safety depends on his brakes. The service station operator is interested because brake lining jobs are profitable. Sell P-L-S to your service station and garage accounts, the distributors were urged.

Title of the 1959 film was "This Is The Answer"—answer to more sales for the distributor, more sales and more profits for the service station operator. It was shown at 754 distributor meetings across the country to about 5,000 distributor personnel. Average was seven viewers per showing; a small audience, but an influential one.

Title of 1960 Grey-Rock sales film, also produced by Dynamic, tells what happened. Title is "Success Story."

## New Film Reviews Program

Narrated by Arthur Van Horn, network radio newscaster, 1960 film re-



There's always excitement at a  
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Florence Rittinger, Sales Mgr.

views the P-L-S program and empha-  
sizes that drivers are safety-conscious  
—and quality-conscious—about brake  
linings. Service station operators, film  
points out, are increasingly aware of  
profit potential in brake service.

Then comes the true success story  
of the P-L-S program. A Chicago  
service station reports more than \$16,-  
000 taken in for brake service in one  
year on the basis of the P-L-S ap-  
proach. In a suburb of Syracuse, New  
York, a service station kept meticulous  
records and proved that it took in  
\$14 for every wheel pulled under the  
P-L-S program. These are statistics  
that have immediate meaning for dis-  
tributors and service men.

Film then explains the Grey-Rock  
"Spotlight" program which pre-sells  
dealers before the distributor's first  
sales call. Working from a list of pros-  
pects provided by the distributor,  
Grey-Rock sends four direct-mail  
pieces to the retailer which explain  
P-L-S and the successes reported with  
it. Results show that from one-third  
to one-half the prospects are signed  
by distributors as profitable custom-  
ers.

#### Film Stops for Figures

At the mid-point of the film, nar-  
rator Van Horn turns the sales meet-  
ing back to the Grey-Rock represen-  
tative who gives the distributors fig-  
ures on the national brake lining sales  
potential for 1960. Representative  
also has figures on sales potential of  
the particular area in which the meet-  
ing is being held, and points out that  
every dollar in brake lining sales  
usually brings in another dollar in  
related parts and services.

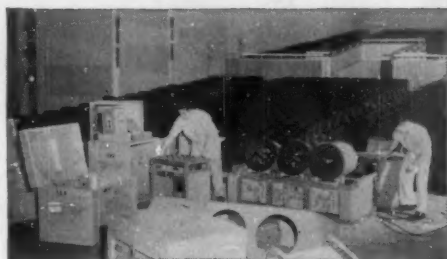
Grey-Rock product line is then  
shown by the representative, together  
with the many merchandising aids  
available to distributors and service  
stations.

Film resumes with the Grey-Rock  
"encore" for 1960—brake linings which  
incorporate copper wire to carry heat  
away from linings and drum quickly,  
adding to lining life and brake safety.

#### Ultimate Payoff

Ultimate payoff is in the cash reg-  
isters of the service man, the distribu-  
tor, and in the ledgers at Manheim.  
Payoff in 1959 was extremely good.  
Some idea of what can be expected in  
1960 can be gained from the reaction  
of distributors who attended a Grey-  
Rock sales meeting in Syracuse early  
in the year.

They were asked to evaluate Grey-  
Rock sales meetings and programs  
against those of Grey-Rock competi-  
tion. Key comments included:



A complete TV studio—plus theater screening equipment—goes on a multi-city tour.



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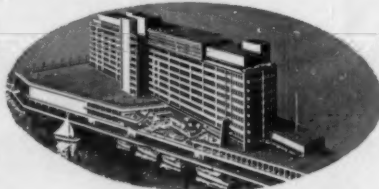
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sales manager FR 9-5461

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Let us place these superb con-  
vention facilities at your disposal.  
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*Hotel*

**DETROIT LELAND**

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## Nothing Tops THE ST. MORITZ ON-THE-PARK

### PERFORMANCE, NOT PROMISES

Talk? We leave that to you  
at meetings, luncheons,  
banquets, receptions. Action  
is our platform... and we  
deliver with newly redecorated,  
perfectly private function  
rooms, arranged to your  
requirements. Accommoda-  
tions for 10... or 350. Our  
cuisine lives up to its famed  
reputation. The service does  
visiting dignitaries proud.  
We'll even give you the sky,  
as a fitting backdrop to  
meetings in the Sky Garden  
Roof and Terrace Penthouse,  
high atop the St. Moritz.

New York's only truly  
continental hotel



50 Central Park South  
New York • Plaza 5-5800  
Nancy B. Zabel  
Director of Sales



"There's really no comparison. Grey-Rock always has something to say. Certainly better than re-hashing the same old stuff."

"The films help a lot. They make it a lot easier to understand the products, the program or whatever it may be. They are a great improvement over simply listening to a manufacturer's salesman."

These comments dovetail with the view of Grey-Rock executives on the role of film in their sales programs. S. R. Robinson, Grey-Rock advertising manager, says:

#### Can't Measure Benefits

"Actual benefits, based upon use of the film only, are not measurable in dollars and cents because the film is only one part of an integrated program. However, Grey-Rock has become known for putting on 'good' sales meetings for distributors' salesmen, and our representatives have little, if any, difficulty in arranging to hold a sales meeting with distributor

personnel."

Sales films and Grey-Rock sponsored race films make up two-thirds of the company's motion-picture program. Final third comprises a highly successful training film, "Your Lucky Brake," first produced in 1958 and since revised to incorporate the latest changes in American brake systems and systems of foreign automobiles.

#### Lend Film

This color and sound film is loaned to distributors who arrange dealer clinics to instruct service station and garage personnel in good brake maintenance.

Grey-Rock also makes its race films available to distributors for showings before local service clubs or other organizations.

Films have thus become an important integrated tool in the successful Grey-Rock sales program—to attract, to inform, to entertain, and to sell the man who sells the man who sells you.



"Sure I said start the meeting off with a bang—but a different kind of a bang, stupid!"

JULY 15, 1960

## meeting on your mind?

Successful meetings, management conferences, sales training programs... all call for the luxurious and custom planned facilities of this famous private resort-estate. Groups from 20 to 500.

Phone or write MAURICE PFURSCH, Sales Manager, for free Lido Convention Planning Kit. phone REgent 4-9000

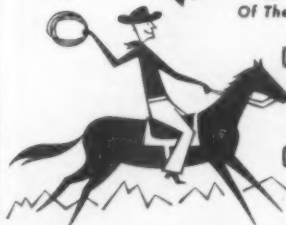
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Lido Beach, L. I., N. Y.

On the Atlantic Ocean  
... only 30 miles from mid-Manhattan  
Open all year for meetings and conventions

Stampede Yore  
Next Meetin' to...

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In The Heart  
Of The Adirondacks



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Sales  
Meetings  
Conferences

Groups of 20 to 150 will find conducive quarters for conventions, meetings or conferences, plus personalized service and the wonderful free fun of the East's finest dude ranch. Excellent cuisine, full entertainment program, sports, riding, heated pool, sun deck, boating. All inclusive rate \$11-\$14 per person. Season: Spring: May, June; Fall—Sept. Oct. Write, wire or phone for complete information.

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Lake Luzerne, New York

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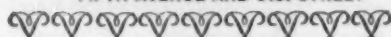
# INVITATION to the new *Pierre* Ballroom

The sophisticated modern decor of this elegantly dramatic ballroom lends itself perfectly to notable social, business and state occasions up to 1100 persons. For further information, call Mr. Ferrer Rama, Catering Manager.

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T Empleton 8-8000

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BEAUTIFUL...

*Grand*  
*Hotel*

MACKINAC ISLAND  
MICHIGAN



JUNE-SEPTEMBER  
WORLD'S LARGEST SUMMER HOTEL

## Secret Plans Behind Political Conclaves

(continued from page 36)

a battle for position, but for numbers. Were convention planners to relax for a second, there would be more media people at the conventions than delegates. Big problem is to use every available inch of floor space without breaking fire codes and preventing floor parades which add color to political conclaves.

### Limit VIP's on Platform

Even seats on the platform (VIP Deck) at the Democratic convention have been limited to six. As little distraction as possible is planned for speakers. In order to get VIP's up to the platform as quickly as possible for an unplanned appearance, Tele-Prompter has designed a folding stairway under the platform. (An airline ramp was considered but it folds the wrong way to fit in the area available. So a special ramp had to be created.)

Each convention will have a vast TV studio to handle closed-circuit TV. Not only will speakers be seen on giant screens, but closed-circuit directors may pick up pooled network shots and put them on. Probably no event in history will have been more thoroughly covered electronically. (One advantage of electronic prompters, for instance, is that messages can be given to speakers instantly. While the convention chairman bangs his gavel for order, a message could appear on his prompter not to forget to tell delegates something, or to tell the chairman that somebody wants to see him urgently in a caucus room.)

### Pile of Blue Prints

Pile of blue prints to plan floor layouts for Democratic convention probably is bigger than those for any good size house. For instance, each seat for over 900 reporters and writers as well as over 3,000 delegates are shown on blue prints. Each TV camera position, five caucus rooms, lounges (one supplied by railroads and one by airlines), network studios, and other installations were carefully blueprinted. (Slide rules, compasses and blue prints make a planning session appear more like an architect's huddle.)

Little will be left to chance. Every inch of the halls will be made functional. Big bugaboo is an unplanned, last-minute change in schedule or sudden introduction of an element not planned.

## Why Not a Country-Club Meeting ?

This modern 100-room Colonial Inn, just a few hours' drive from N. Y. or Boston, offers every facility—in an atmosphere conducive to getting things done.

### 12 UNIQUE FEATURES

★ Excellent meeting facilities ★ Conveniently located ★ Private function rooms to suit your needs ★ Sporty 18-hole golf course ★ New swimming pool ★ Food fit for executives ★ Large, outside bedrooms with private bath ★ On Hilltop, amid 200 rolling acres ★ Friendly staff ★ Outdoor sports ★ Sun room, sun deck, private retreats ★ Your inspection is cordially invited.

Have Some  
Fun



Get More  
Done

For details phone Bill Norton Turner 9-1303

**Norwich Inn and  
Country Club**  
Norwich, Connecticut

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PERFECTION

YOUR NEXT  
CONVENTION

AT THE  
*Saxony*  
100% AIR CONDITIONED

Complete modern features: 10,000 sq. ft. of exhibition space, typewriter-equipped registration desks, portable stages, P.A. systems, movie projectors, flash boards. Near new Exhibition Hall. 400 rooms and lavish presidential suites. Full social program for delegates and families; pool, ocean beach, cabana club, entertainment and dancing nightly. Superb cuisine. And EXPERIENCED CONVENTION KNOW-HOW!



For information, write,  
wire or call:  
**HENRY G. PHILLIPS,**  
National Sales  
Manager

Miami Beach: JE 8-6811

ON THE OCEAN AT 32nd ST., MIAMI BEACH

## "Charged" Air for Politicians

Politicians will have "a sense of exhilaration, a more positive attitude," according to plans of American Broadcasting Co. A.B.C. is installing "an ionized VIP room" at both conventions. According to the network, this room will be equipped with ionized air, foot vibrators, vibrator chairs, soft music and a supply of oxygen from which tired campaigners may get a new lift.

While the 3,150 delegates in Los Angeles will sit in plush upholstered chairs, the press will not fare as well. The 950 members of the press will have to contend with folding wooden chairs and planks for desks. Press sections will be to the sides and behind speaker. However, they will have an unobstructed view of the rostrum, and will be able to see speakers' faces on TV monitors.

TelePrompTer plans to have about 14 people to handle its chores at the

Democratic convention while TNT has slated about twice that many for Chicago.

To keep delegates up to date on world news, TNT plans to use its big screens for news programs during lulls in convention activity.

No cost figures were made available from the Republican camp (since plans were still not set at press time), but TelePrompTer is to receive \$50,000 for its plans and operations at the Democratic convention. ♦

## Airlift Rostrum to Convention

More than five tons of equipment for Democratic National Convention, including sections of the 63x20-foot rostrum, large-screen television projectors and an electronic vote-tallying "tote" board, were airlifted to Los Angeles by TelePrompTer Corp. Equipment was shipped from Newark Airport in two American Airlines Air Freight DC7C's. It included the speakers' desk — six feet wide, three feet deep and built to tower nearly 11 feet off the floor — an elevator to adjust each person appearing behind the desk to a uniform height and a hideaway staircase to connect the speech-making area with a presentation ramp above it.

Replica of the desk also was shipped for installation in TelePrompTer's headquarters at Hotel Biltmore to permit speakers to rehearse their appearances.

The cargo included two powerful General Electric "Light Valve" projectors — not yet in commercial production — to beam closeup images of speakers on a 10x16-foot screen high above the rostrum.

1960  
**Shawnee Inn**

GOLDEN ANNIVERSARY SEASON  
April 23 to October 26

But our Sales Office is open all year to assist Corporations, Trade Associations and Golfing Groups with meeting and outing plans. Contact Ed Sweet.

Write to P.O. Box 99 or phone Stroudsburg, Pa., Hamilton 1-1500 for full details.

Air Conditioned public space; "Golf Capitol of the East," Two heated outdoor pools; Tennis; Tops in entertainment and food; Harry Obitz, golf professional.



FRED WARING Proprietor  
W. S. GARRISON Gen. Mgr.

Shawnee - On - Delaware, Penna.

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Set your sights

on the  
**DAYTONA  
PLAZA**  
or the  
**PRINCESS  
ISSENA**

...or both!

Each of these Daytona Beach luxury hotels can handle up to 500 delegates comfortably. Combined convention facilities include air-conditioning, banquet rooms for 1000, three swimming pools, beach and cabana colony.

Large or small, your meeting will be more successful here.

Write for details.





Iowa's Finest...

**NOW Iowa's Largest!**

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**IN DES MOINES**  
favorite of convention  
planners everywhere

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8 other meeting rooms.

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rooms; free  
radio and TV  
Air conditioned  
rooms  
available.

- \* Fine food,  
experienced  
catering  
service.

- \* Closed-  
circuit TV.

- \* Plenty of  
adjacent  
parking.

- \* 2 blocks to  
Veterans  
Auditorium.

You'll feel at  
home at the  
**SAVERY**...  
a friendly  
**BOSS** hotel

**PAUL E. LEFTON**  
General Manager



Meet with Success  
at the

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**CROSSROADS OF THE WEST**

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1500
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Max Dean, Manager

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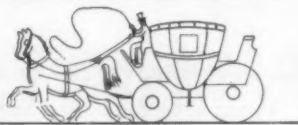
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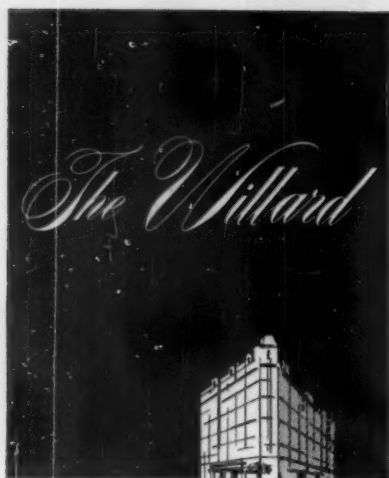
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# **-SM- BEST I'VE HEARD**

An exchange of anecdotes and facts to help a speaker spice his speech and make a point.

**Subject: TOGETHERNESS**

Sales executive started across a bridge when his eye caught a well-dressed man toss a briefcase over the rail and start to climb the barrier. The sales executive raced up to the man and shouted, "Don't do it! Talk about it first."

"What's to talk about," said the man bent on suicide. "The world situation has deteriorated to the point where we'll all be blown up soon anyway. Sales of my company are down to the point I'll have to lay off three quarters of my staff to meet bank notes. What's there to talk about?"

"Look," said the sales exec, "I've plenty of business problems, too, and this world isn't such a bad place to be." On and on talked the sales exec. He talked and discussed for a full 45 minutes.

And then they both jumped off the bridge.

**Subject: TEEN-AGERS**

Speaker from Dallas regaled a group of visiting teen-agers from the East with stories of the old West. He felt mighty fine about the rapt interest he was getting and was beginning to feel that the modern generation wasn't so bad after all.

In his story telling he remarked that Billy the Kid had killed more than 20 men by the time he was 21 years old. "Good heavens!" exclaimed one of the excited listeners. "What kind of a car did he drive?"

**Subject: PSYCHIATRY**

Things were getting the best of a salesman so he made up his mind to visit a psychiatrist. There was only one in town so he entered the door and found a room without a receptionist—just two other doors. One was labeled "men" and the other, "women."

He pushed open the door marked "men" and was confronted by two more doors. One said, "introverts," and the other said, "extroverts."

After a moment's hesitation he walked through the "extroverts" door and found himself in still another room with two doors. These were carefully lettered: "You make over \$10,000 a year," said one, and "You make less than \$10,000 a year," said the other.

There was no question where he belonged and rushed through the under-\$10,000 door — and found himself right back on the street.

**Subject: PRACTICE**

A pastor in this little parish always asked the children the same questions and in the same sequence: "What's your name? How old are you? Did you say your prayers? What will happen if you don't say your prayers?"

An overly ambitious mother rehearsed her little boy with the answers for days. When the pastor finally met the little fellow, he beat the pastor to the punch by rattling off: "Johnny Saunders, five, yes, go to hell."

**Subject: WILL**

A very unpopular and cranky woman was bitten by a mad dog. She was advised by her lawyer to make a will because there was a possibility of rabies. She refused, but later demanded paper and pen and wrote furiously for two hours. "It looks like an unusually long will," her lawyer said.

"Will? Who's writing a will?" she snapped. "This is a list of people I'm going to bite."

**Subject: CONVENTIONS**

Lately there appears to be a convention for everything. Look upon the events bulletin board of any large hotel and you'll usually see a long list of meetings. Sometimes the list can pull you up short, as did this actual notice in the Park Plaza hotel in Toronto:

"Metro Home Builders—cocktail party,"

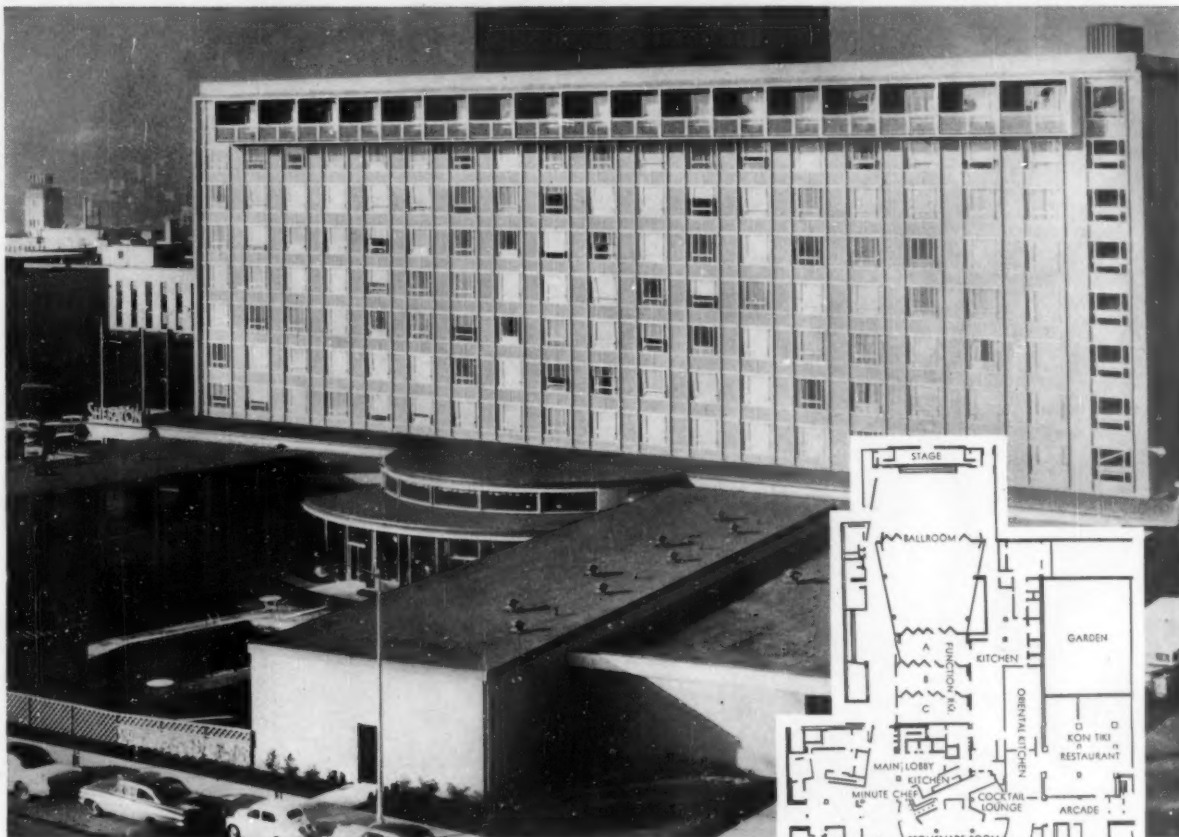
"Metro House Wreckers Assn.—banquet." ♦



# SHERATON

## -PORTLAND HOTEL

Lloyd Center, Portland, Oregon

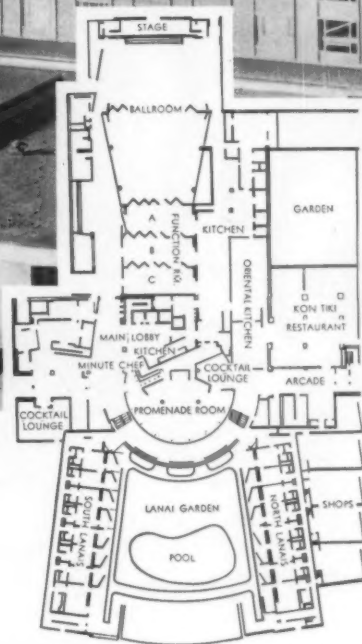


Here's a brand-new luxury hotel that combines indoor-outdoor living with these ideal convention facilities:

	Banquet Capacity	Meeting Capacity
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Oregon Room } Pacific Suite . . . . .	80	120
Washington Room } . . . . .	75	100
Combination of Grand Ballroom and Pacific Suite . . . . .	1,150	1,600

**Additional Features:** Five other "Hospitality" rooms, each seating 25 for banquets, 40 for meetings; TV and air-conditioning; free parking.

John H. Moore, Sales Mgr.



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